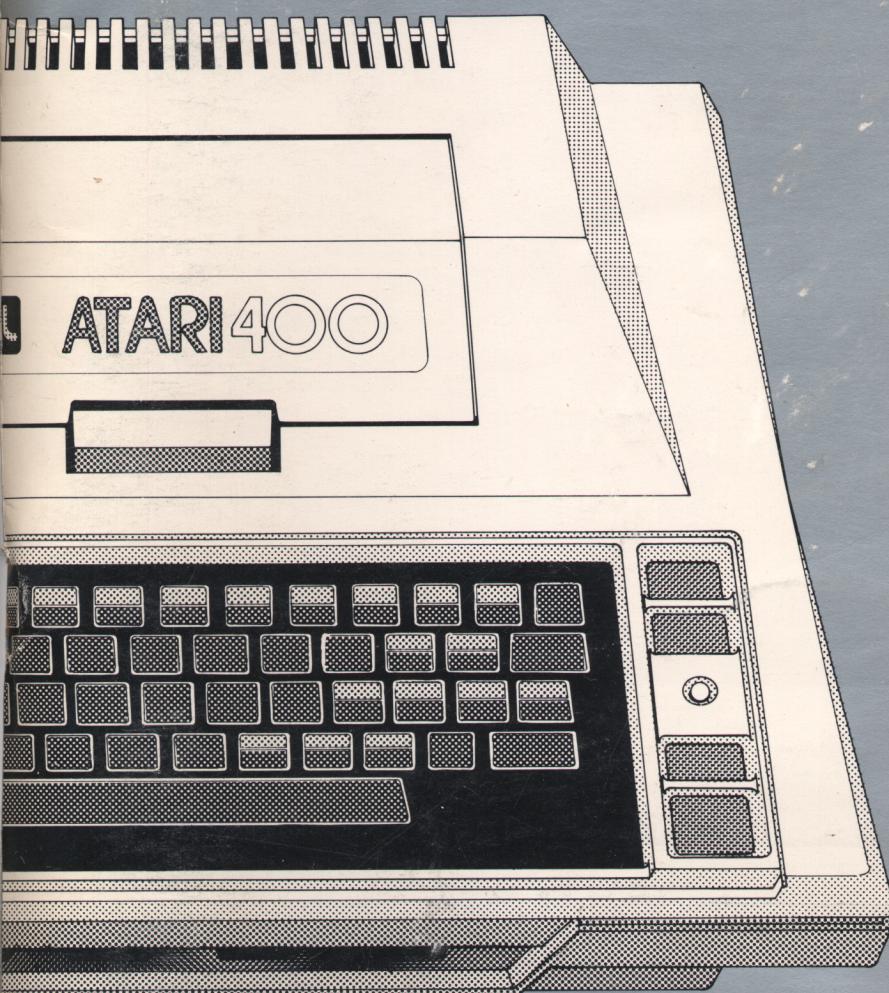


# AN INTRODUCTION TO SELLING THE ATARI® 400 COMPUTER SYSTEM.



Computers for people.™

## **CONTENTS**

<b>MODULE I</b>	<b>INTRODUCTION TO THE COMPUTER.....</b>	<b>1-26</b>
<b>MODULE II</b>	<b>TYPICAL USES FOR THE SYSTEM.....</b>	<b>27-42</b>
<b>MODULE III</b>	<b>MAINTAINING YOUR DISPLAY .....</b>	<b>43-80</b>
<b>MODULE IV</b>	<b>COMMUNICATING WITH YOUR CUSTOMERS .....</b>	<b>81-102</b>
	<b>APPENDIX .....</b>	<b>103-110</b>



# **INTRODUCTION TO THE COMPUTER**



The **ATARI 400™** Computer system is an exciting group of products which makes computing practical, fun and easy.



Here are some interesting facts about the **ATARI Basic Computer™**.



\* The Basic Computer is a state-of-the-art home computer. Even as little as five years ago, you could not have purchased a computer like it for ten times the price!

\* **ATARI** is a Warner Communications company. The same people who bring you great movies, books and records back this computer system.

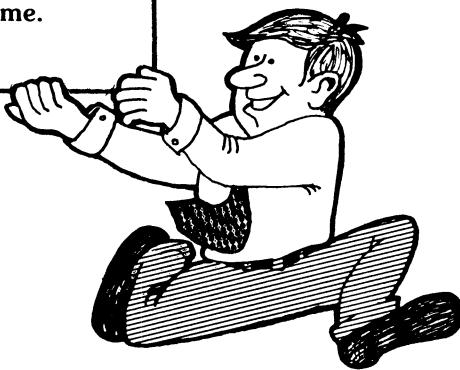




\* Even someone who knows nothing about computers, can use prewritten education and entertainment programs.



\* The Basic Computer™ is as easy to hook up to a home T.V. as a video game.

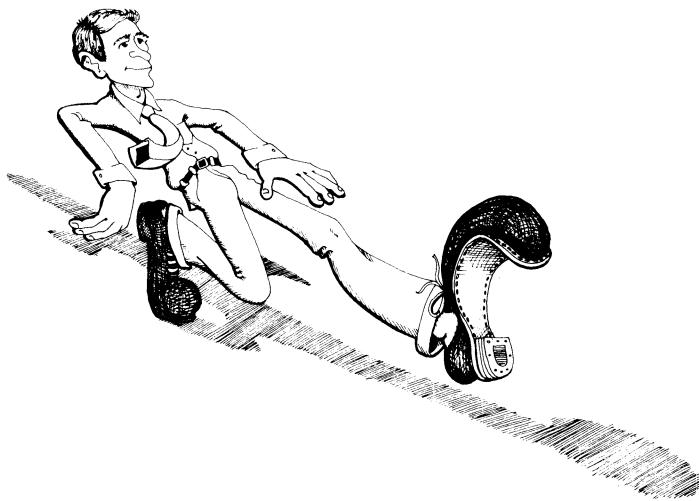


\* The Basic Computer gives you a lot of computer memory for the money. The competition doesn't come close.

\* The Basic Computer has some sound and graphics features not found even on computers costing thousands of dollars!



**You Don't Have to be a Computer Expert  
to Sell  
The ATARI 400 Computer System**



## **STEP 1**

By studying this handbook and becoming familiar with your Pocket Reference Guide, you will be taking the first step in learning how to sell computers for the home.

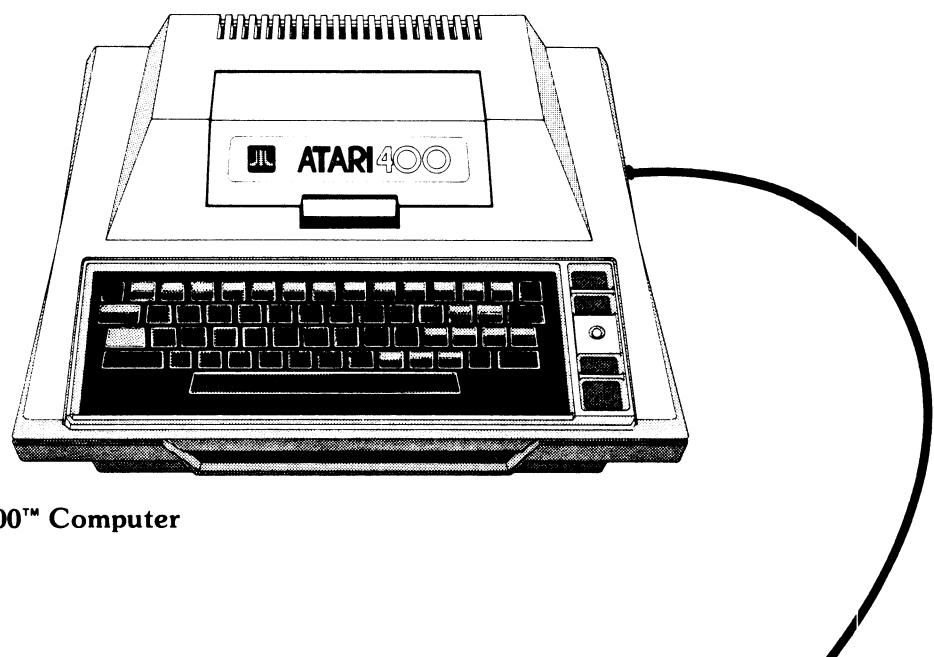


## **STEP 2**

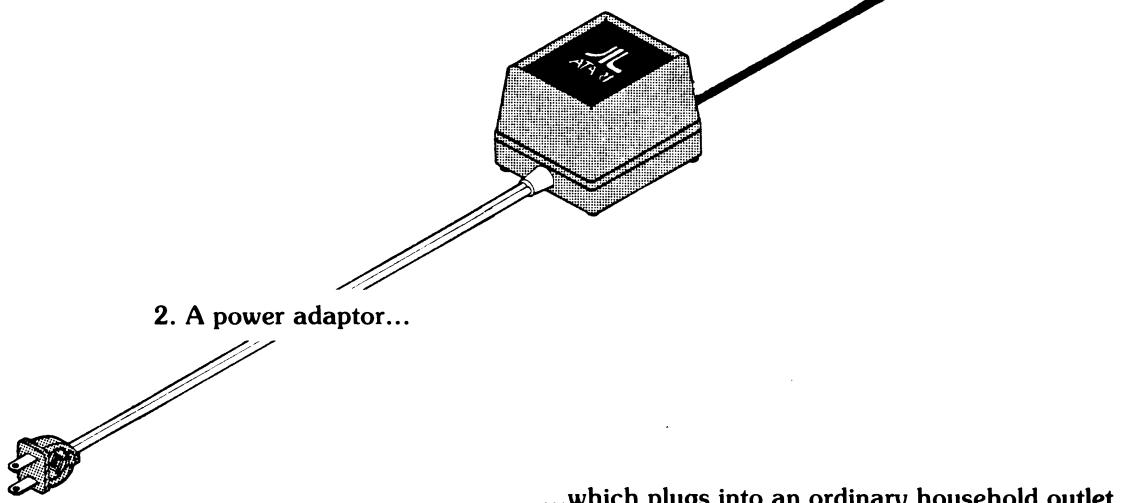
By spending some time actually using the computer, you will be taking the second step, which will help you handle virtually any sales related question you might encounter.

**Here is The Basic Computer**

**When customers buy the ATARI Basic Computer, they receive...**



**1. The 400™ Computer**

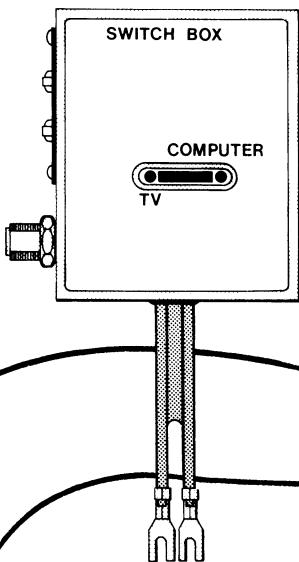


**2. A power adaptor...**

**...which plugs into an ordinary household outlet.**

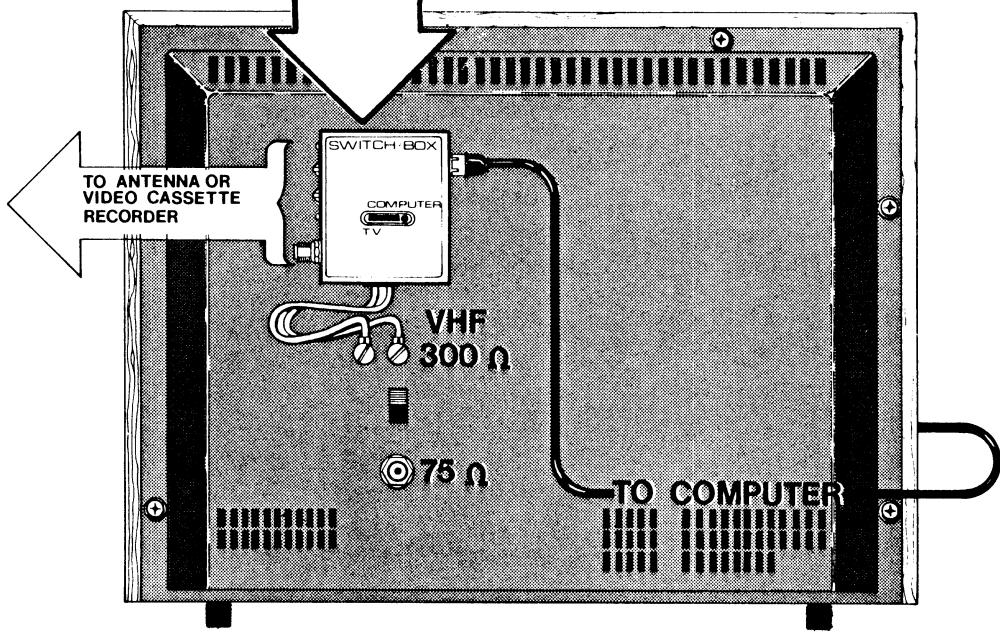


**3. A switchbox...**

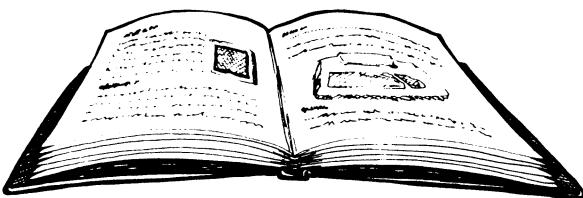


which connects to the back of the T.V.

and allows switching between normal T.V. viewing and computer operation.



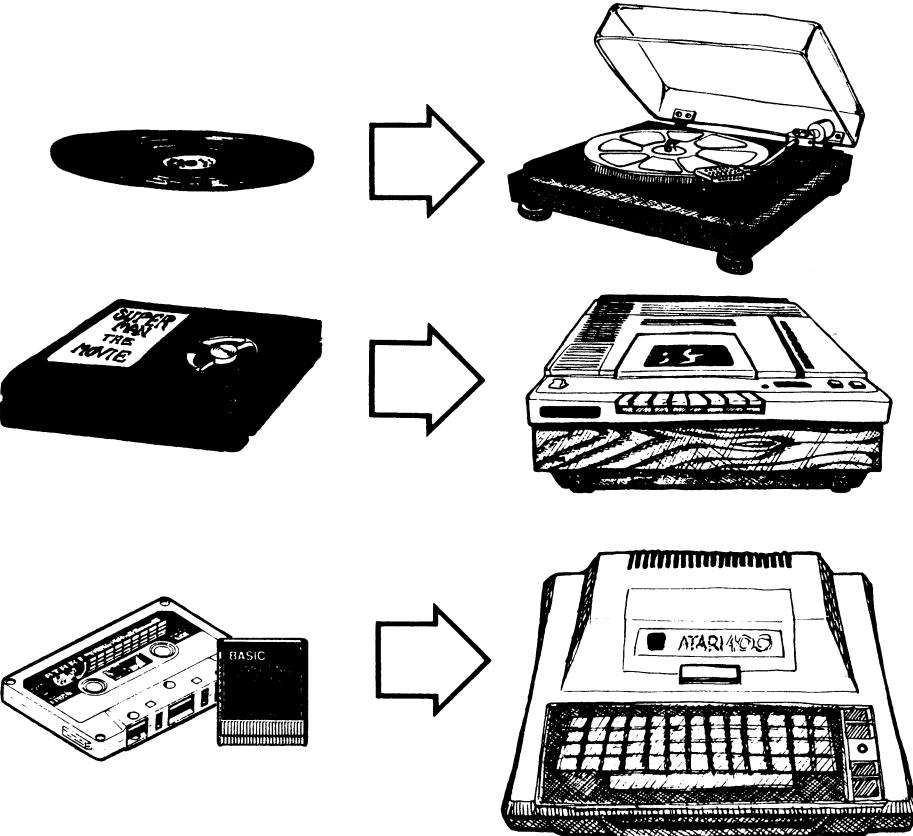
**4. An operator's manual**



**SOFTWARE  
IS A  
NECESSITY**

A computer without programs (software) is like a turntable without records, or like a video cassette recorder without cassettes; it can not do what it is designed to do.

# SOFTWARE

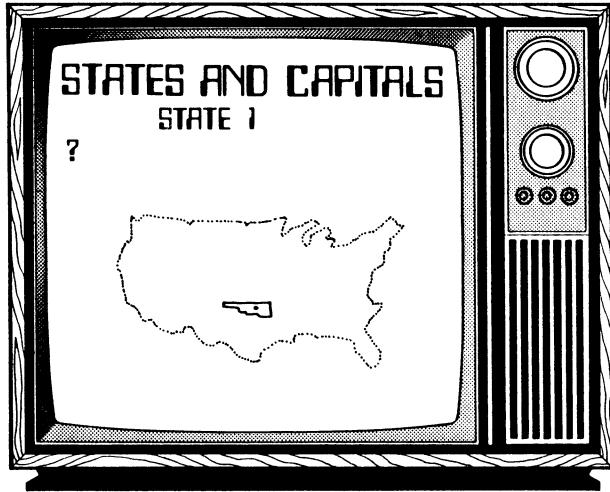


# HARDWARE

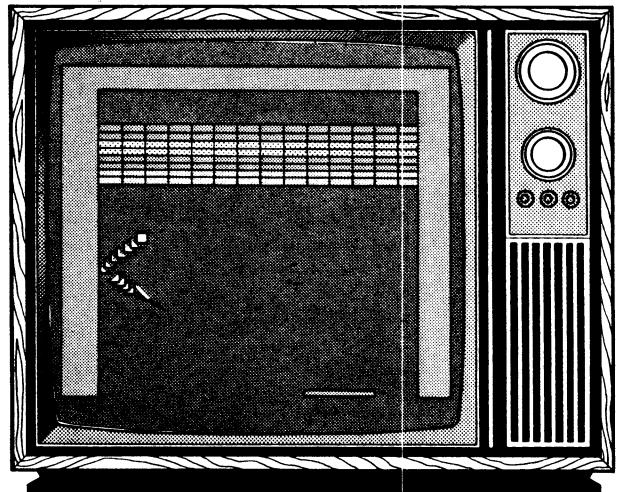
For this reason, people who buy an ATARI 400 Basic Computer will usually want to buy some software to use with it.

# **The Basic Computer Uses a Variety of Software**

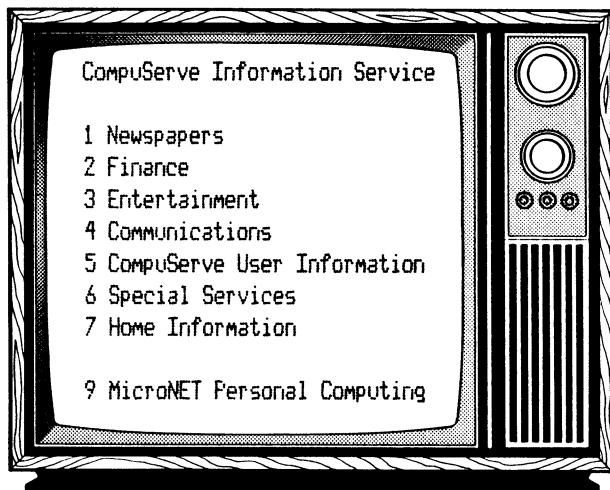
Programs for the Basic Computer can be...



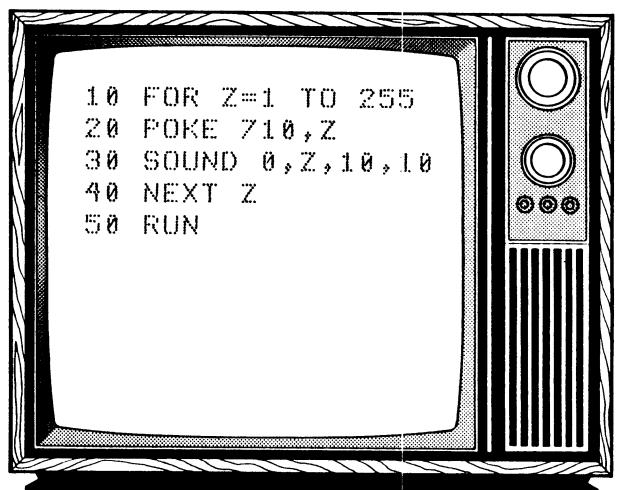
Educational



Entertaining



Designed to help you obtain many types of information over a telephone.



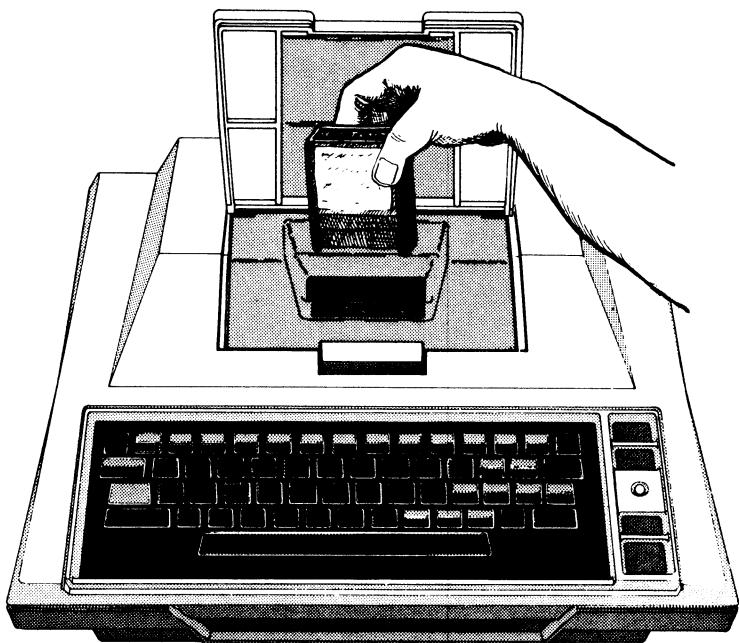
Or even written by the customer

# **SOFTWARE IS STORED IN TWO FORMS**

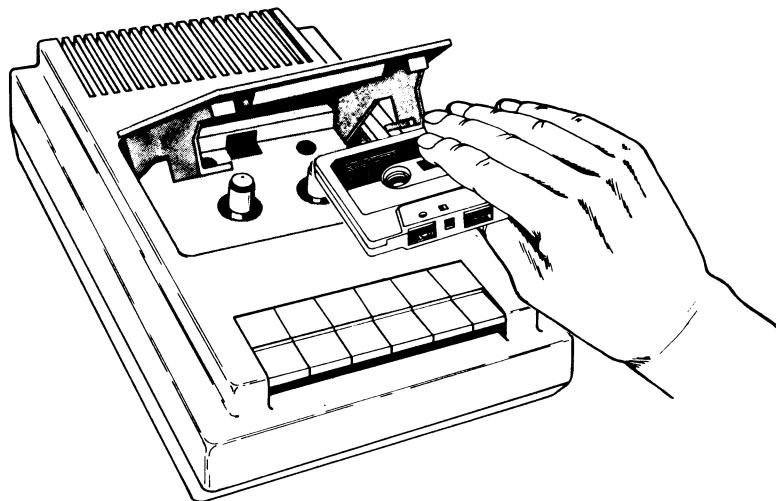


## **In Cartridges**

These are inserted directly into the Basic Computer.



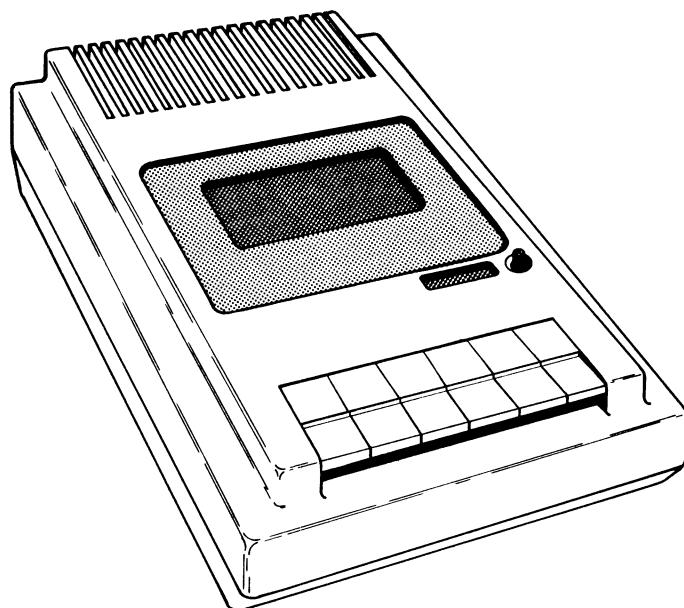
and



**On Cassette Tapes**

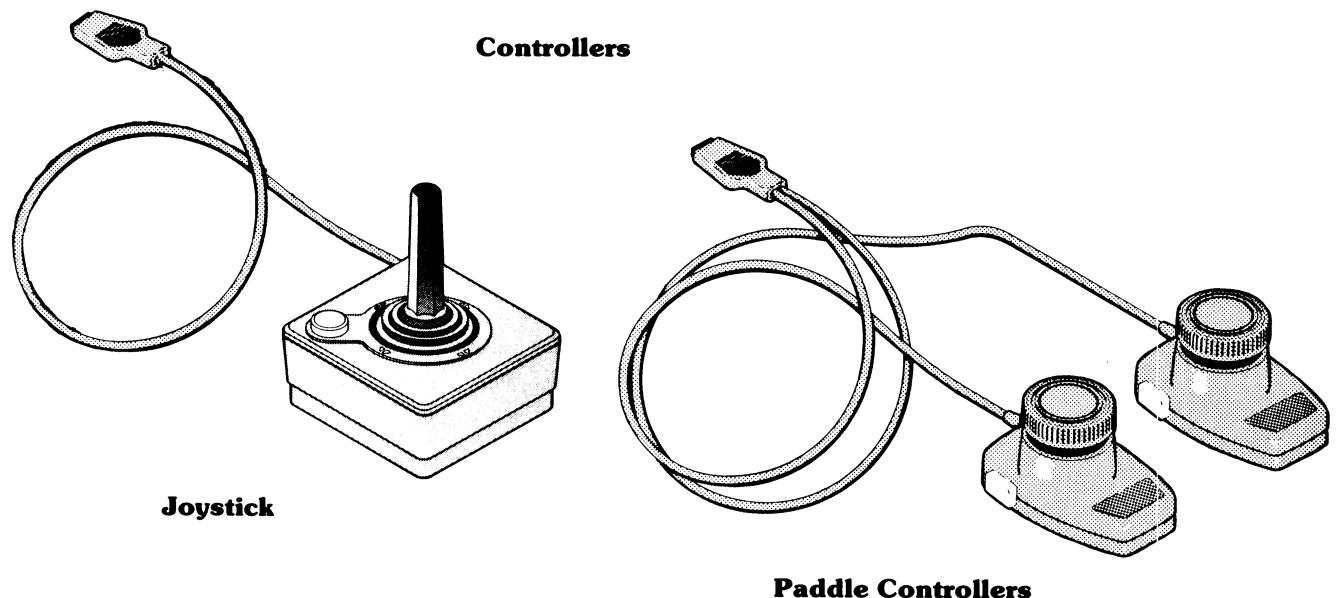
**Note:** With the right equipment, some skill and practice, people can write their own programs. Many find this an interesting hobby. The creation of sophisticated, problem-free programs, however, is not a simple task; so most customers will want to purchase at least some professionally prepared software.

# **ACCESSORIES**



**The 410™ Program Recorder**

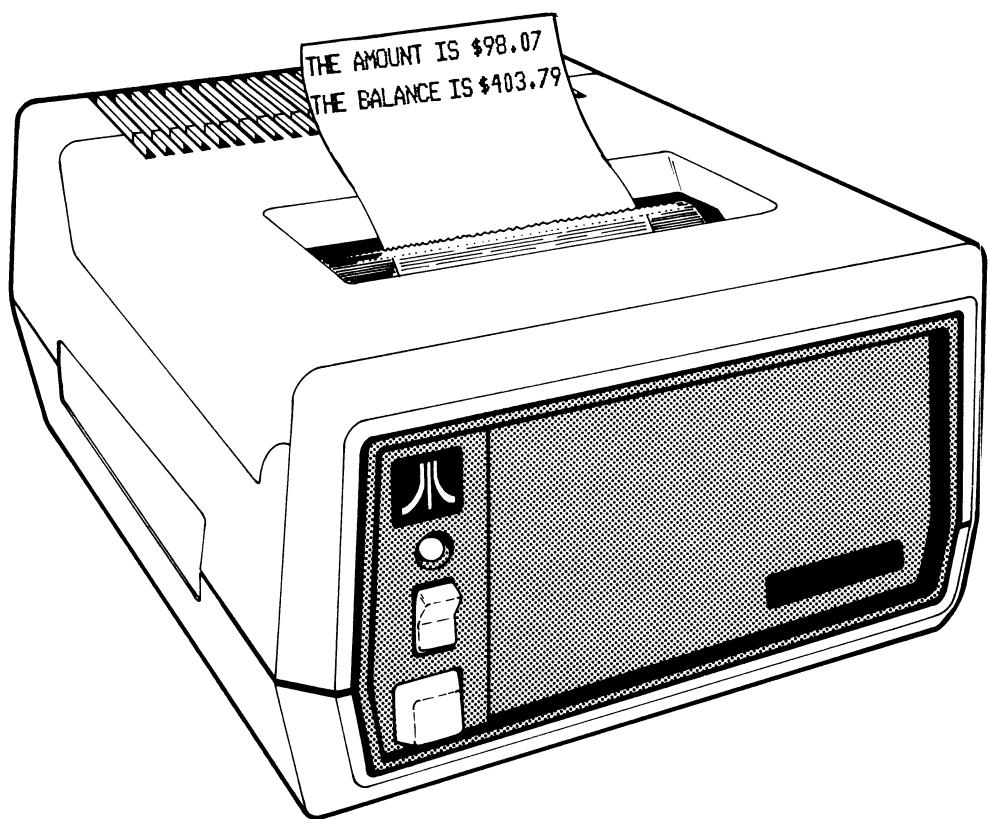
This is a cassette recorder which is specially designed for use with the Basic Computer.



Joysticks and Paddle Controllers are usually used with games or educational programs.



### **The 820™ Printer**

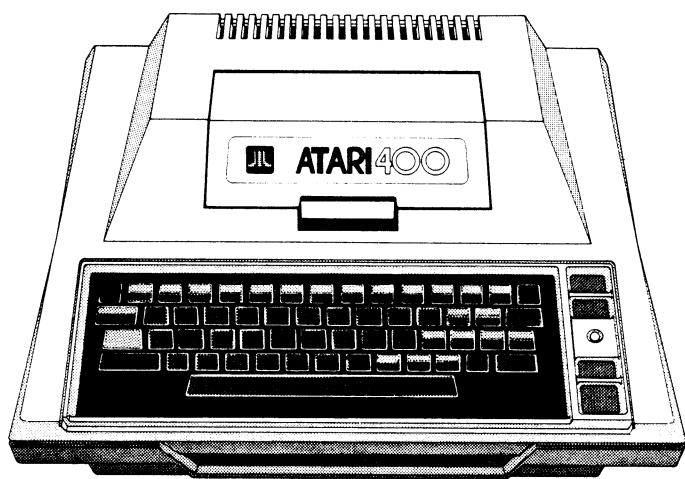


**The 820 Printer** is an accessory which can be used by people who need printed records of their work, or paper copies of their programs.

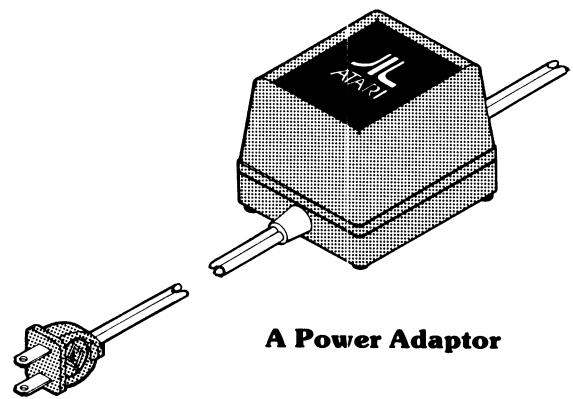
**SUMMARY  
OF  
MODULE #1**

## Module #1 Summary

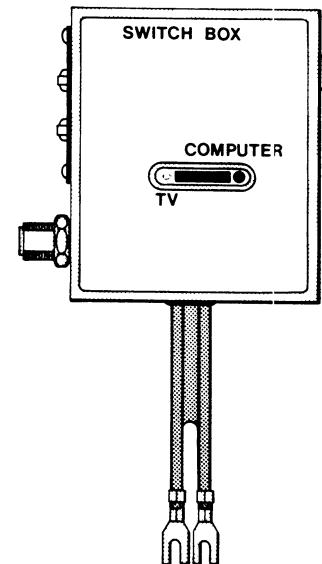
- \* The Basic Computer package comes with...



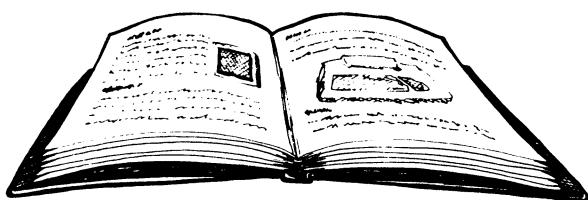
**The ATARI 400**



**A Power Adaptor**



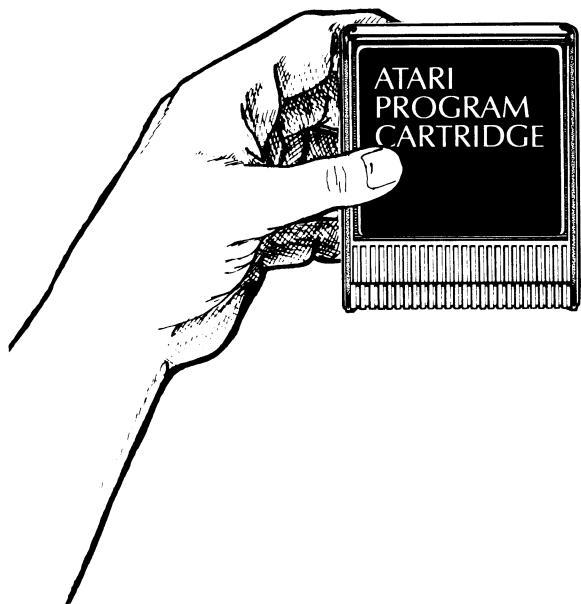
**A TV Switchbox**



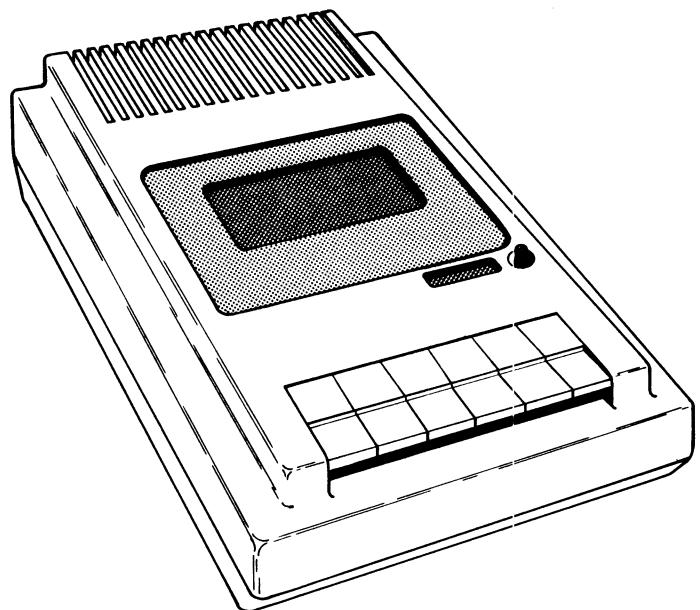
**An Operator's Manual**

- \* Software is purchased according to the customer's needs or interests.

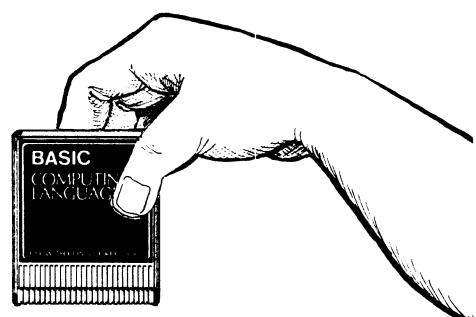




**Cartridges are inserted directly into the computer, and some require Joysticks or Paddle Controllers to operate.**



**Cassette programs require the 410 Program Recorder to operate, and most require the BASIC cartridge in order to function.**



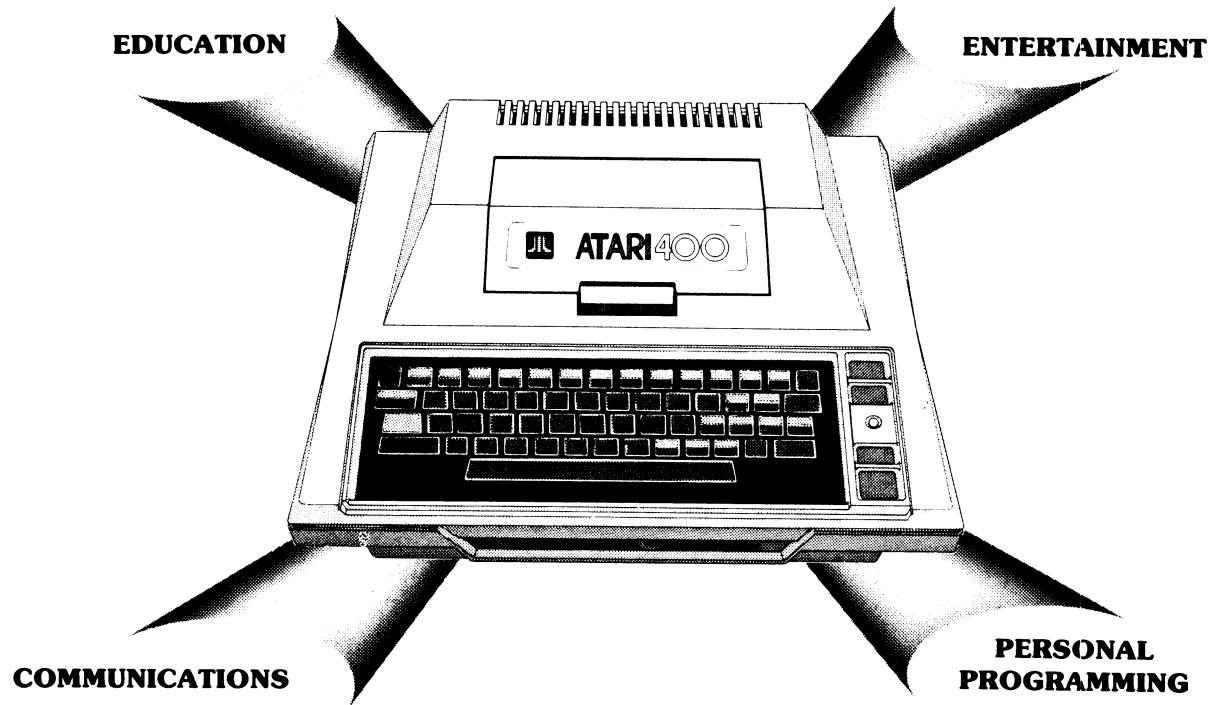
**Note:** The requirements for the operation of each program are listed on the back of the software box, and are summarized in your Pocket Reference Guide.

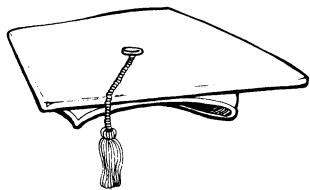


## **Module # 2**

### **Typical Uses for the System**

Although there is an endless variety of applications for the Basic Computer, most people will probably concentrate their use in the following areas...



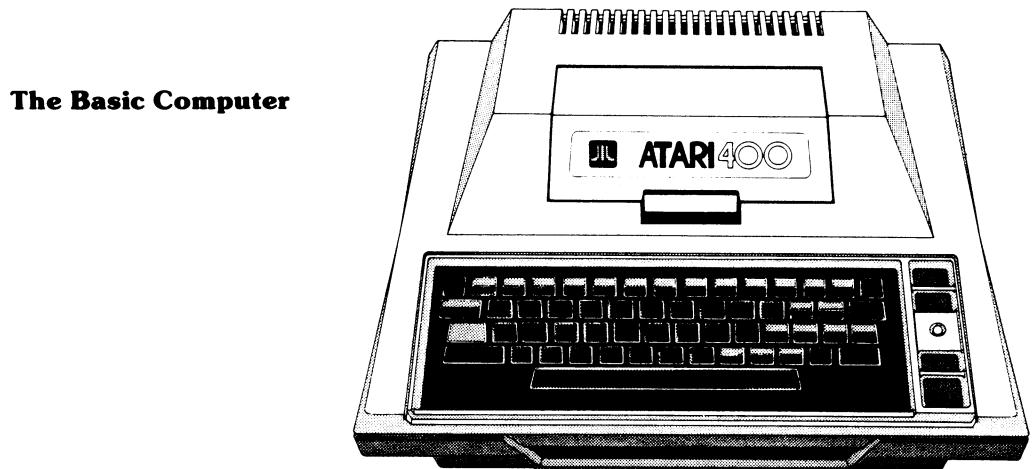


# **EDUCATION**

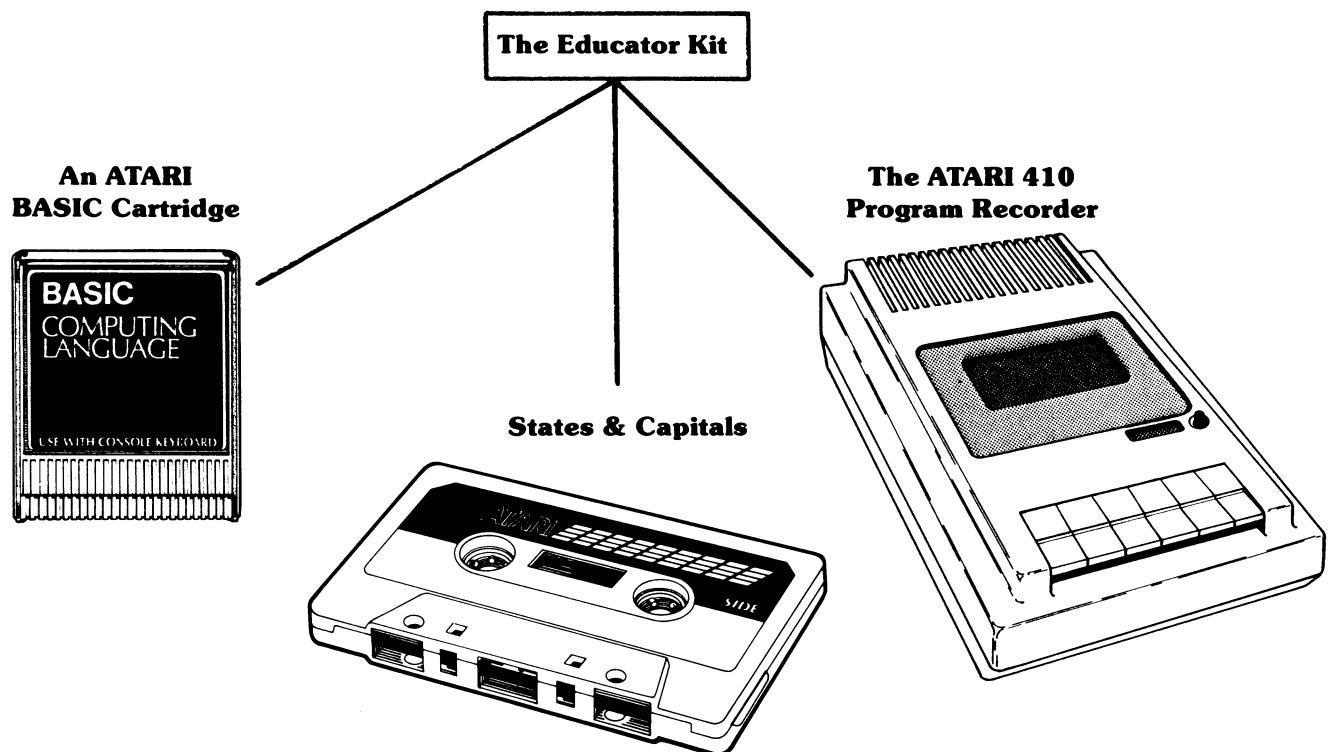
**Everyone has a desire to explore new topics and expand their knowledge and abilities. The Basic Computer is a fantastic tool for education because it helps you learn...**

- what you want to learn,
- when you want to learn it,
- at your own pace, and with immediate feedback.

Used for education, the typical system would start with:



Often, your customers may want to take advantage of The Educator™ Kit which gives them a substantial discount on two key components needed for educational applications, and also includes the States & Capitals program.



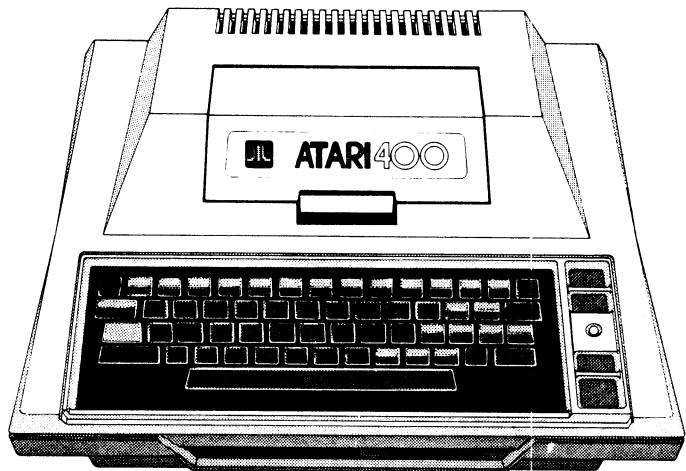


## THE ENTERTAINER

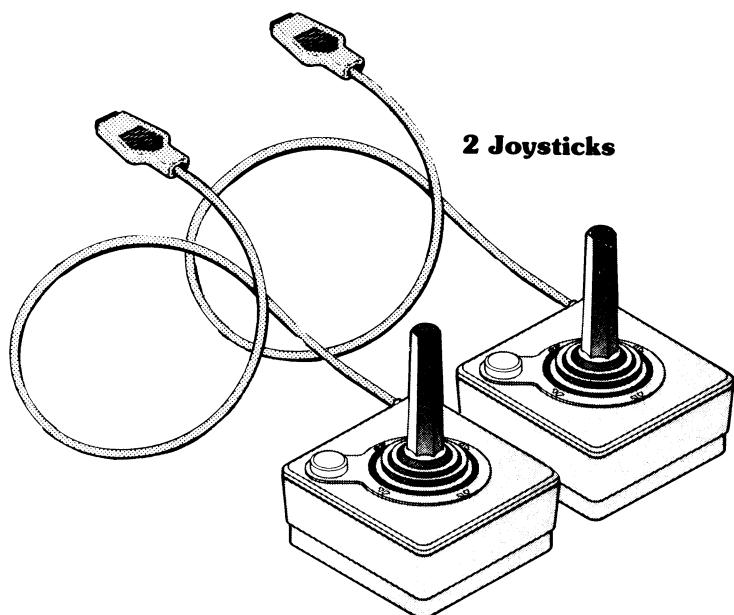
The Basic Computer is a superior video game machine. We have combined this computer's great graphics and sound capabilities with ATARI's world famous creativity in video games to bring your customers fantastic home video entertainment.

For entertainment, the typical system would look like this:

**The ATARI 400  
Basic Computer**

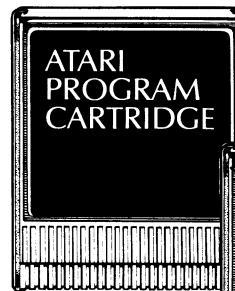


The Entertainer™ Kit contains. . .

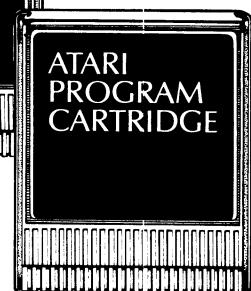


**2 Joysticks**

**Missile Command™**



**Star Raiders™**



**When it comes to Education and  
Entertainment, there is a lot  
more to choose from.**

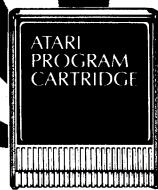
**MUSIC  
COMPOSER™**

**COMPUTER  
CHESS**

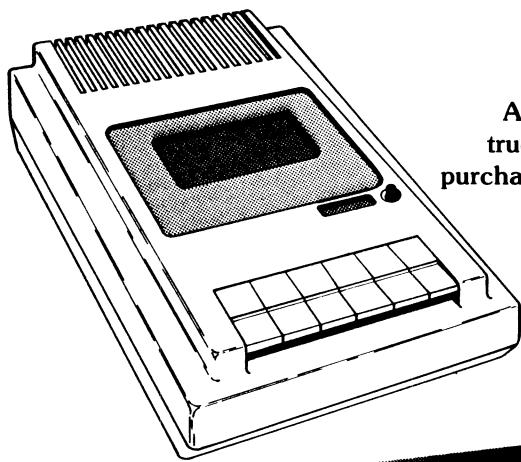
**VIDEO  
EASEL™**

**3-D  
TIC-TAC-TOE**

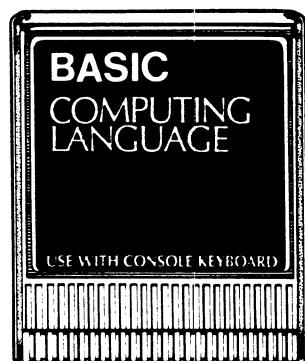
**SUPER  
BREAKOUT®**



As with the educational user, the true entertainment buff may want to purchase an **ATARI 410 Program Recorder**



and a **BASIC** cartridge in order to use such cassette programs as...



**BLACKJACK**

**BIORHYTHM**

**KINGDOM™**

**ENERGY  
CZAR™**

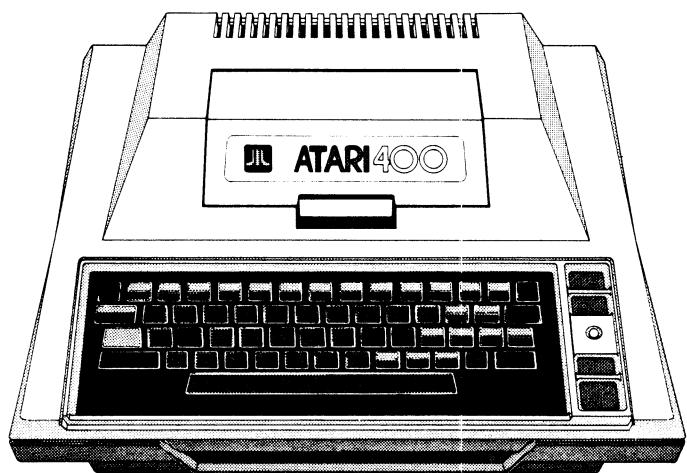
**HANGMAN**

# **COMMUNICATIONS**

With ATARI's Communicator™ Kit your customers can access a whole world of information with their Basic Computer and an ordinary telephone.

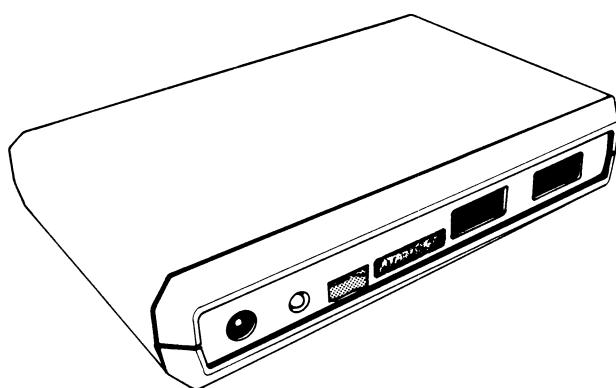
The typical communication system includes...

**The Basic Computer**

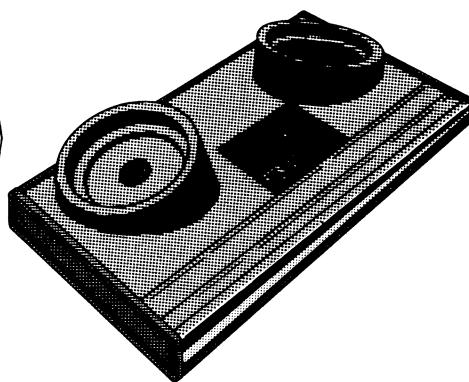


and

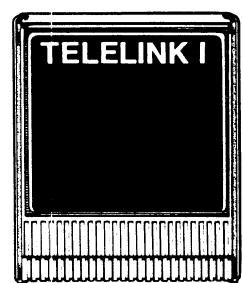
**The Communicator™ Kit, consisting of . . .**



**The ATARI 850™  
Interface Module**



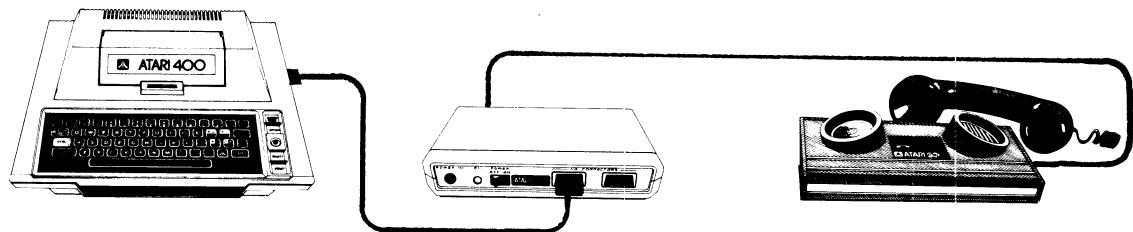
**The ATARI 830™  
Acoustic Modem**



**A Tealink™1  
cartridge**

Plus free introductions to:

**The Source  
CompuServe  
and  
Dow Jones  
Information Services**

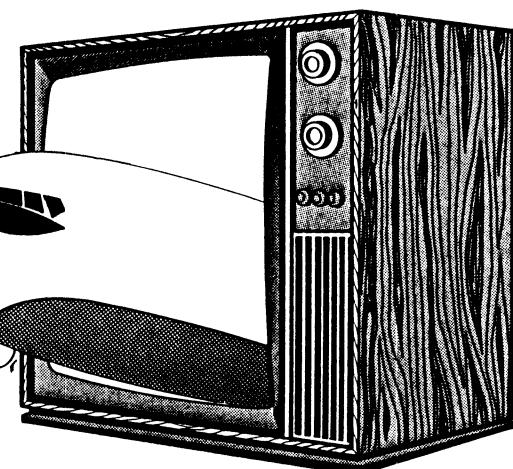
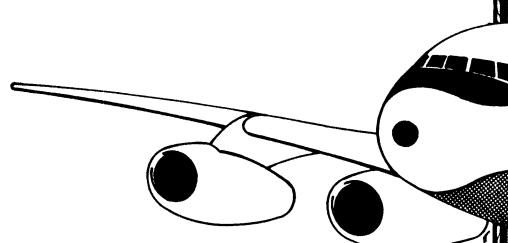


Using this equipment and an ordinary telephone, your customers can subscribe to computer information networks and access:



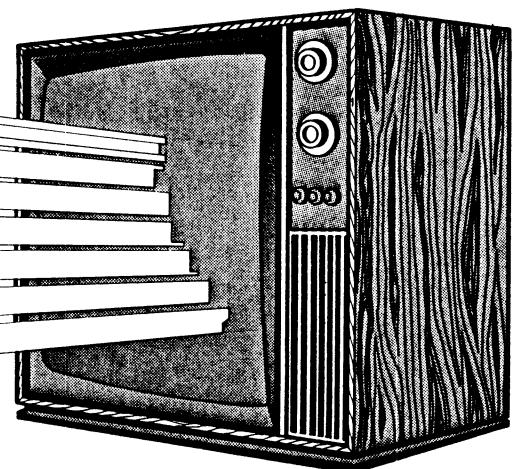
- News from the Associated Press and United Press International

**AIRLINE SCHEDULE**  
FROM      TO      FLIGHT  
SAN JOSE / CHICAGO      7024



- Information ranging from airline schedules to recipes

BASIC  
PILOT  
FORTH  
COBOL  
PASCAL  
FORTRAN  
ASSEMBLY

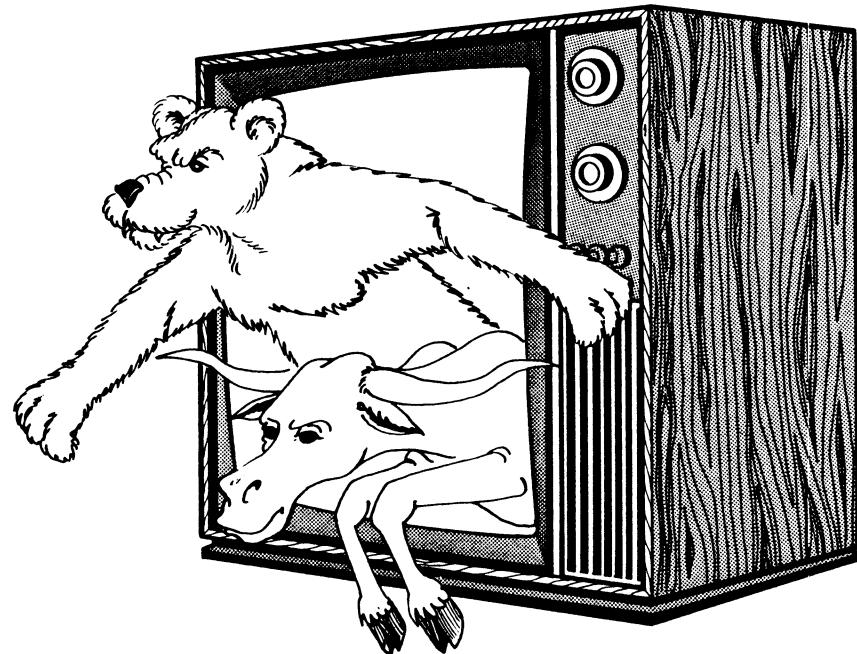


- BASIC and many other advanced programming languages...

- Communication and electronic mail capabilities with other computer users



- Stock market information



- Electronic games and educational packages.

Many other categories are currently available, and others are constantly being added.

# **BASIC Programming**

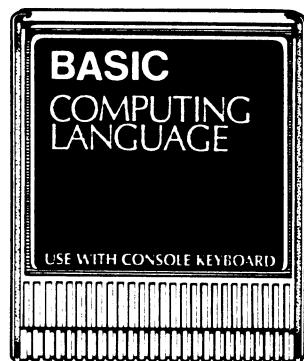


Computer programs are a series of instructions written in a computer language.

Since **BASIC** is the most common language used with home computers, many people will want to buy the **BASIC Programmer™ Kit** in order to:

- Use programs written in **BASIC**, such as Touch Typing, States & Capitals, Hangman and Scram™.
- Learn how to write **BASIC** computer programs themselves

The **Programmer™ Kit** consists of:



The **BASIC**  
Computing Language  
Cartridge

and



The **ATARI BASIC** Book  
which teaches **BASIC**  
Programming



The **ATARI BASIC** Reference  
Manual which tells you how  
to get the most out of your  
computer.

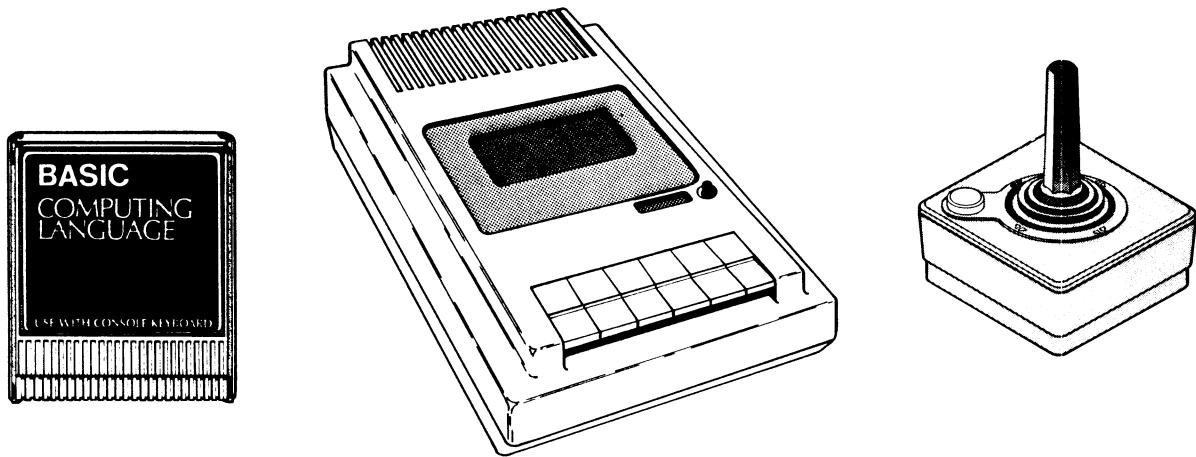
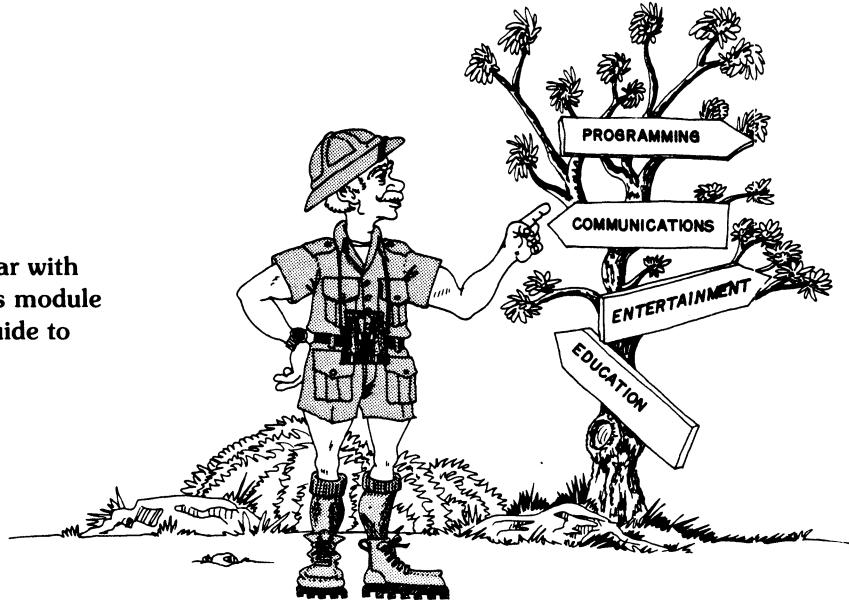
# **SUMMARY**

## Module #2 Summary

- While people will use their ATARI 400 Computer System in a variety of ways, the four major categories are:

1. Education
2. Entertainment
3. Communications
4. Programming

You need to be familiar with the information in this module in order to act as a guide to the customers.



- Some accessories, such as the BASIC cartridge, the 410 Program Recorder, and Joystick are very useful because they are used frequently in more than one category, eg. Education, Entertainment and Programming.



## **MAINTAINING YOUR COMPUTER DISPLAY**

**It is likely that you will have one of 3 types of computer system displays in your store.**

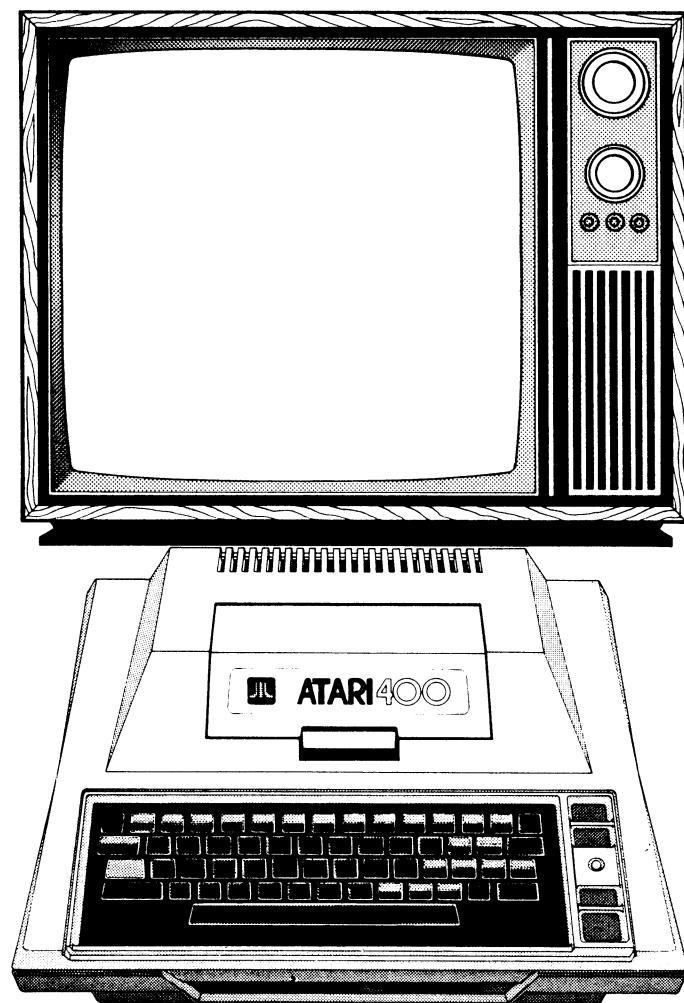
**GOOD**

## **Display Type #1**

This consists of:

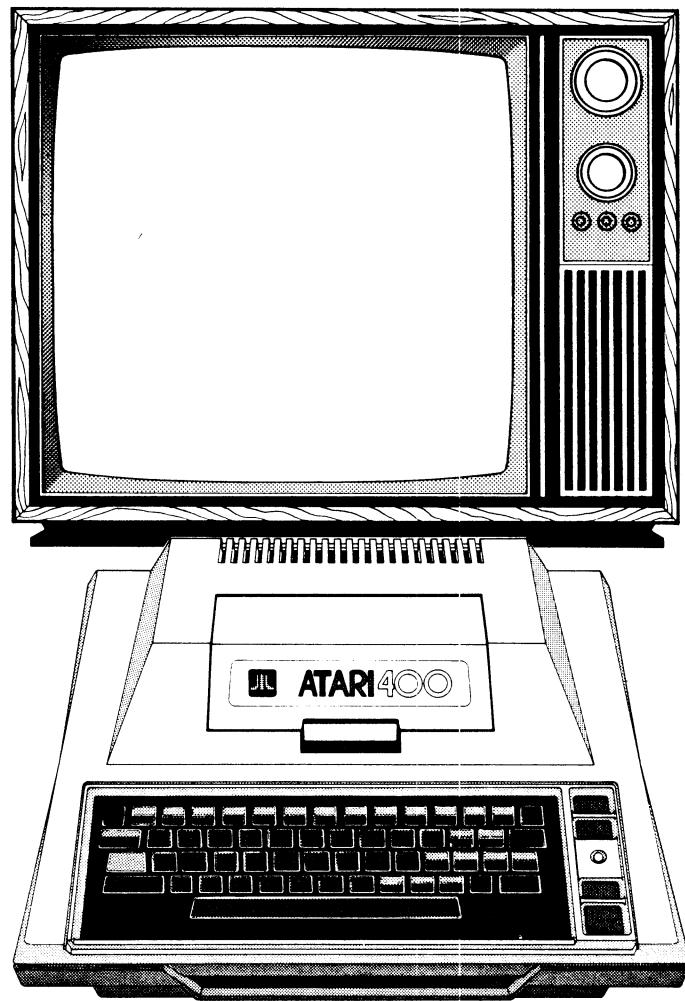
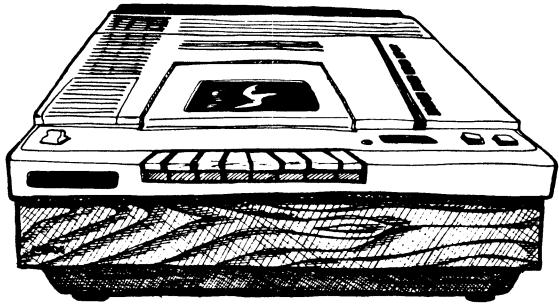
A. A Basic Computer

B. A T.V. set



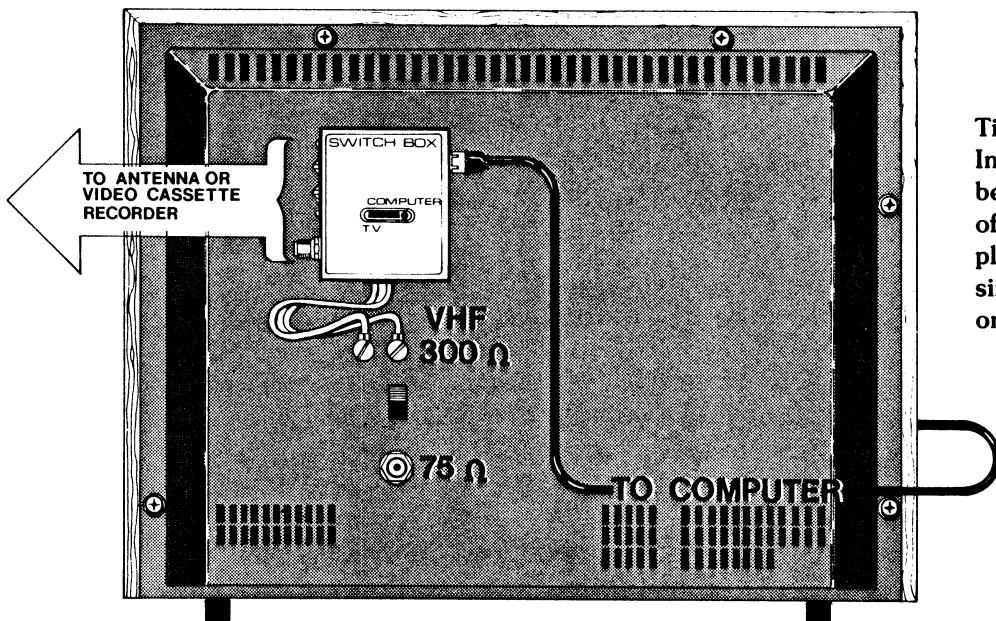
**BETTER**

## Display Type #2



This type includes:

- A. Repeating video tape presentations
- B. A Basic Computer
- C. A T.V. set



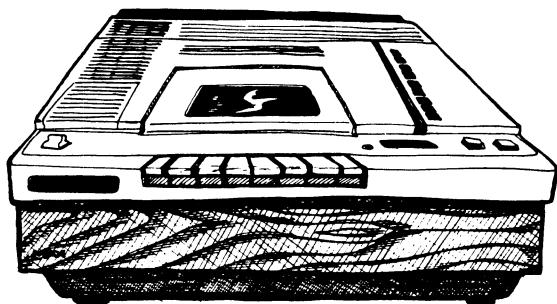
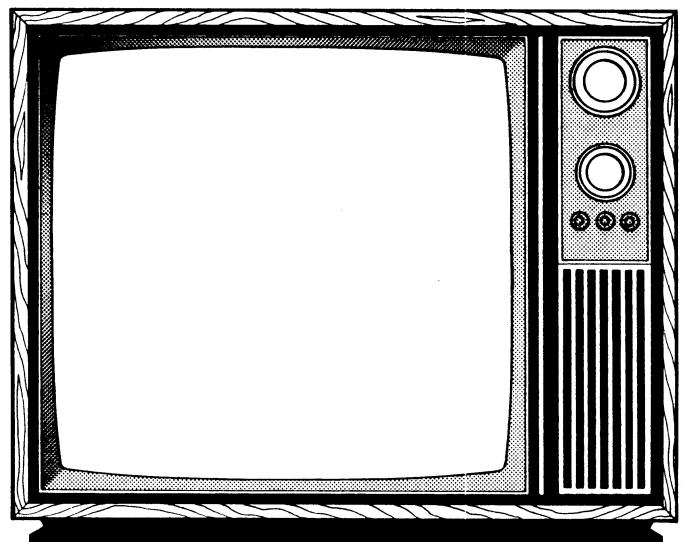
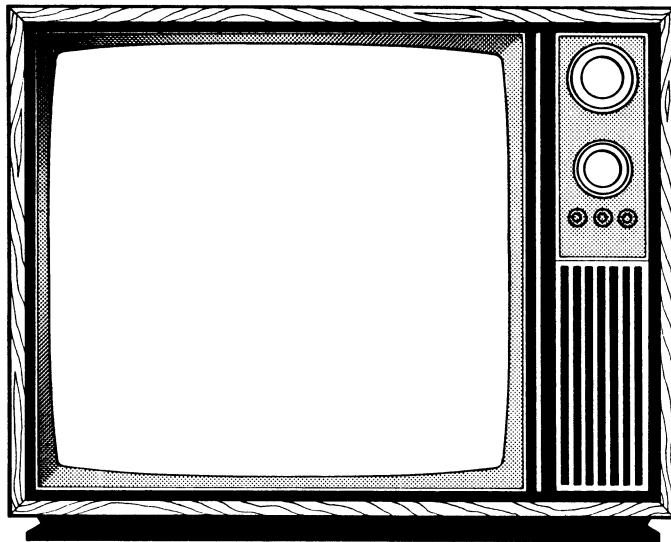
**Tip:**  
In order to switch between the operation of the video tape player and the computer, simply slide the switch on the back of the T.V.

**BEST**

### **Display Type #3**

This consists of:

- A. A video tape player  
for repeating video presentations**
- B. A Basic Computer for hands-on  
demonstrations**
- C. A T.V. set for each**



**Video Tape Player  
and T.V.**



**Basic Computer  
and T.V.**

# **Don't Worry About Damaging The Computer**

**If something doesn't seem to be working  
as expected, consult Appendix D(isplay)  
Problems in the back of this manual.**

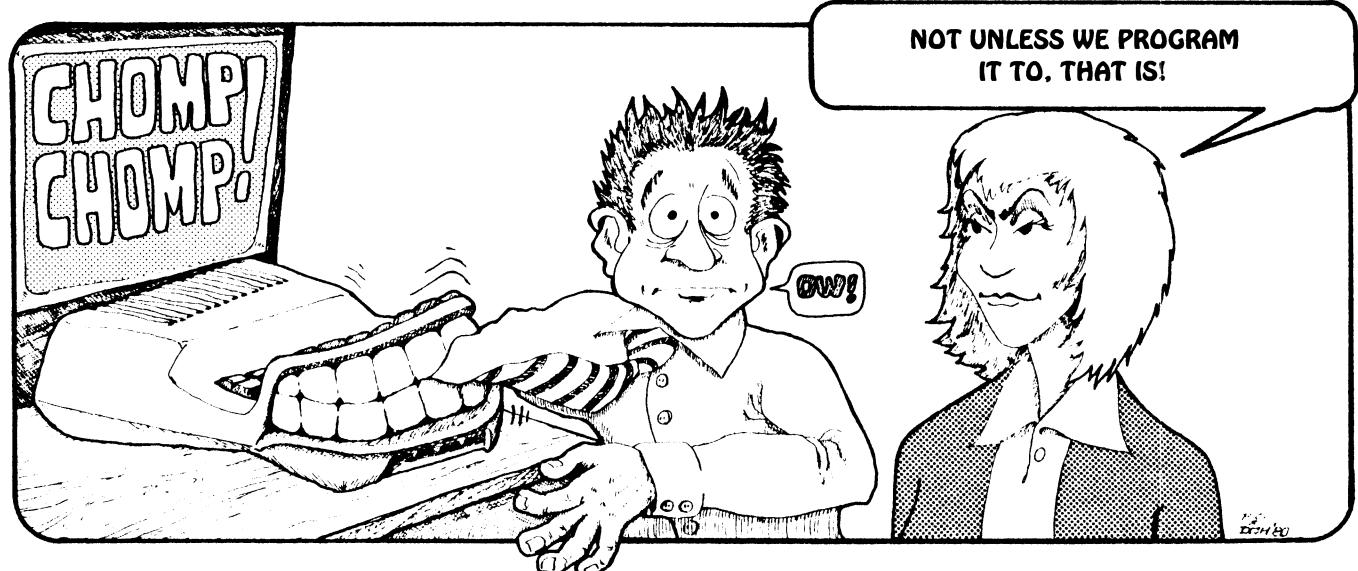
## **How to Set Up a Demonstration Computer**

The following pages will show you how to set up demonstrations for the following pieces of software:

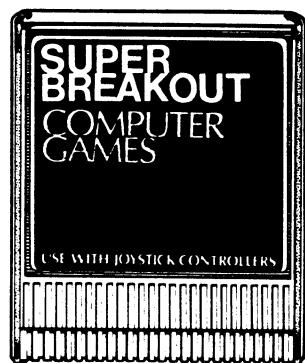
- 1. The Super Breakout® Game**
- 2. Video Easel™**
- 3. The States & Capitals Educational Program**

These were selected because of their ease of operation and level of general interest.

You will also be shown how to write a few very simple computer programs using the BASIC programming cartridge.

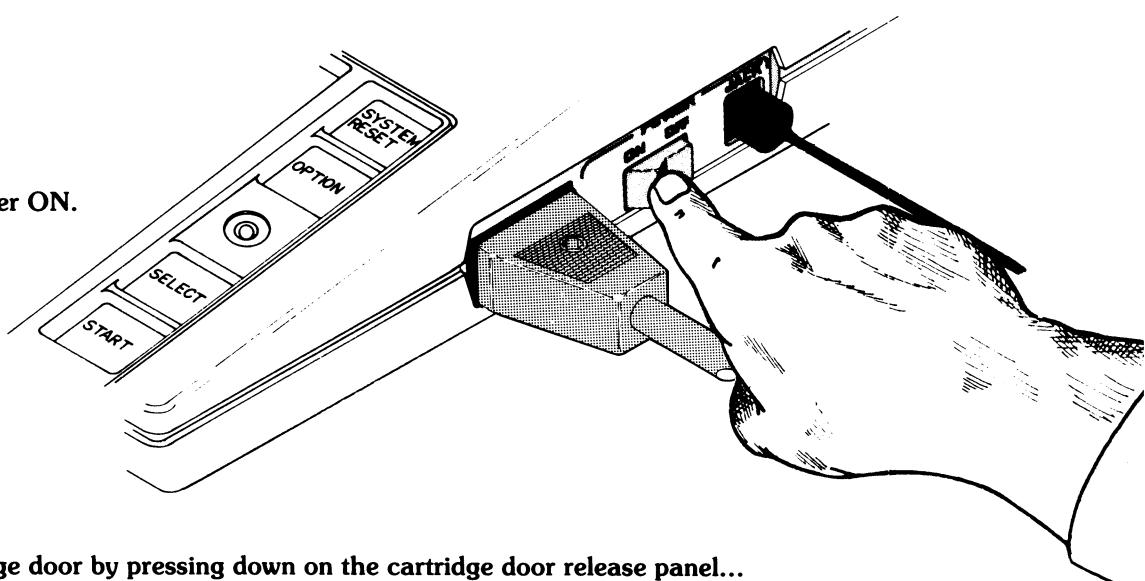


# **SUPER BREAKOUT®**

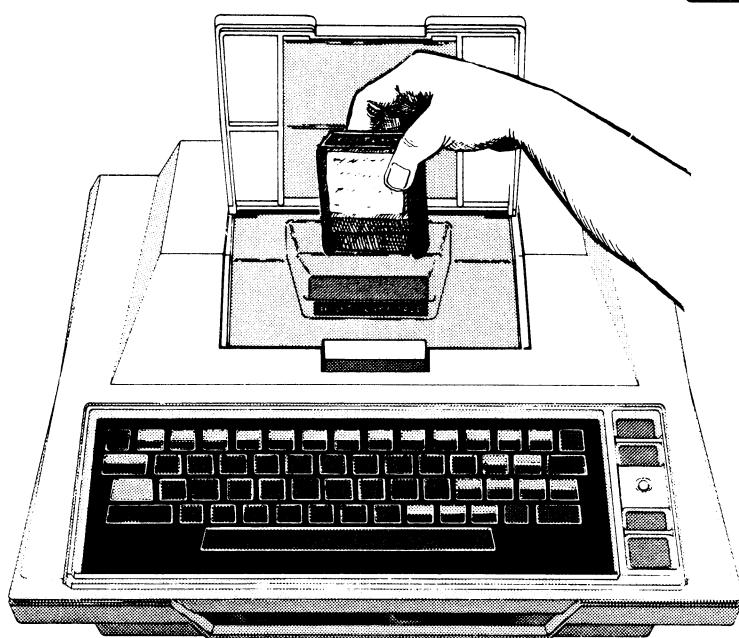
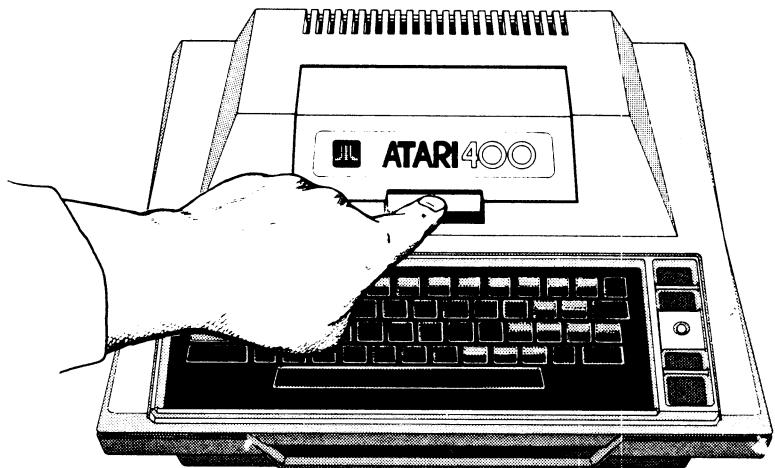


## **Setting up a Super Breakout Demo**

1. Turn the computer ON.

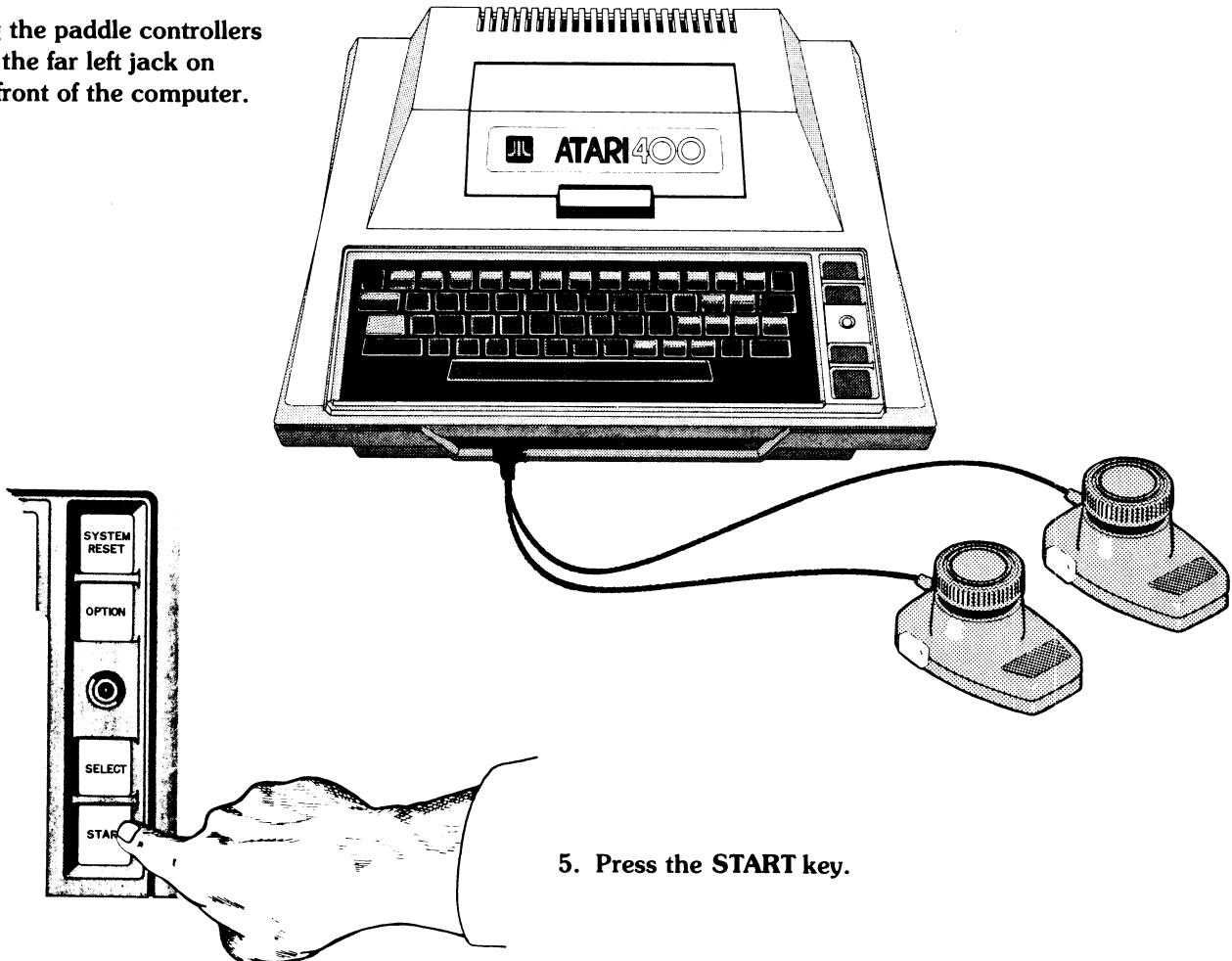


2. Open the cartridge door by pressing down on the cartridge door release panel...

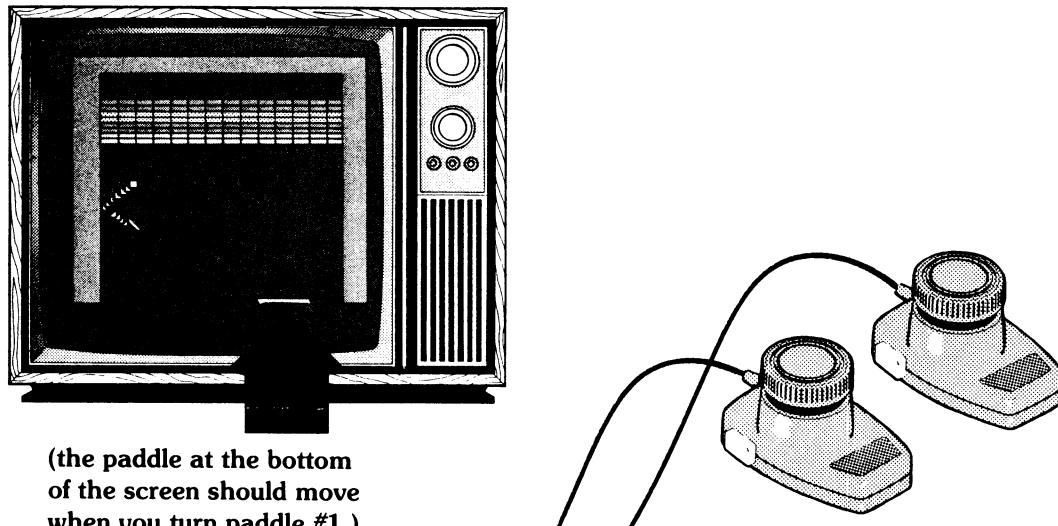


3. Slowly, but firmly, insert the Super Breakout cartridge.

4. Plug the paddle controllers into the far left jack on the front of the computer.

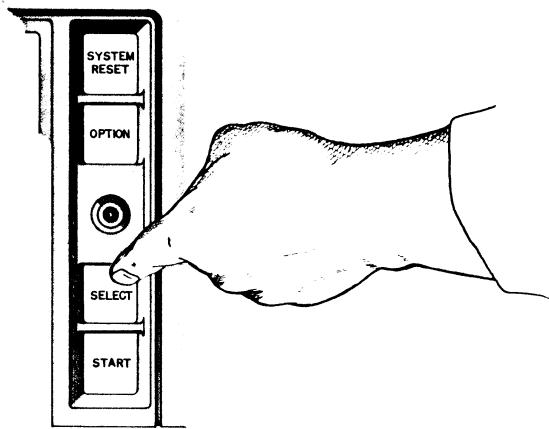


5. Press the START key.

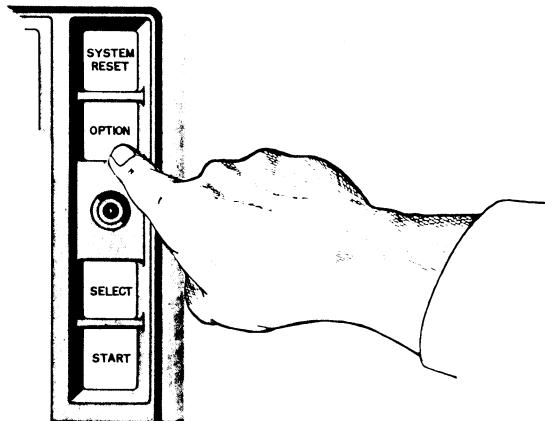


(the paddle at the bottom  
of the screen should move  
when you turn paddle #1 )

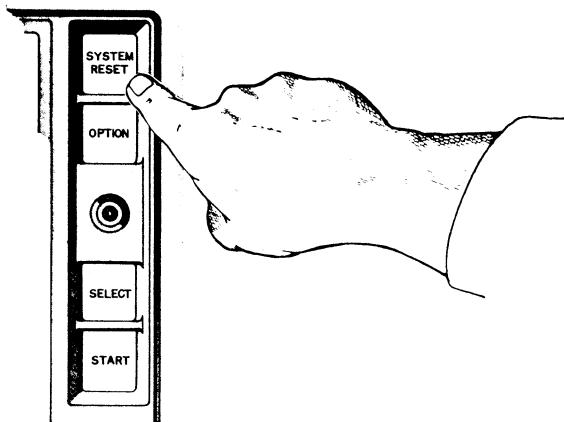
6. Press the "serve" button, and try to hit the ball with your paddle. Keep going until you run out of serves.



7. Pushing the **SELECT** key on the computer will give you 4 different game variations.

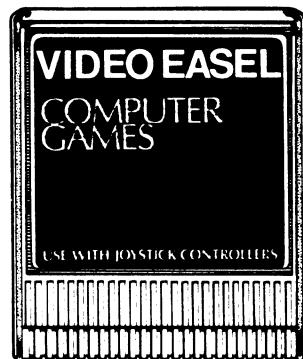


8. Pushing **OPTION** will allow another person to alternate turns using the other paddle controller.



9. To start from the beginning, press **SYSTEM RESET**, then press **START**.

# **VIDEO EASEL<sup>TM</sup>**

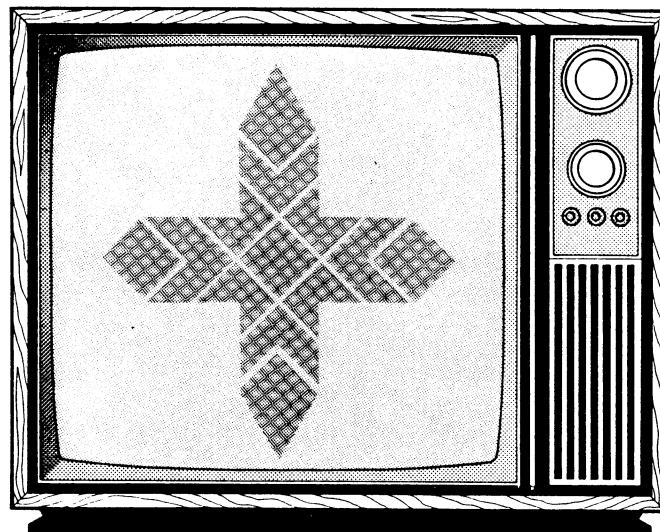


## **Setting up a Video Easel Display**

**A Video Easel display can be easily set up on the computer and is preferable to having an empty screen.**

To set up a simple Video Easel display:

1. Open the cartridge door and slowly, but firmly, insert the cartridge into the computer.
2. Press the letter Q and the **RETURN** key.
3. Press the letter P and the **RETURN** key.

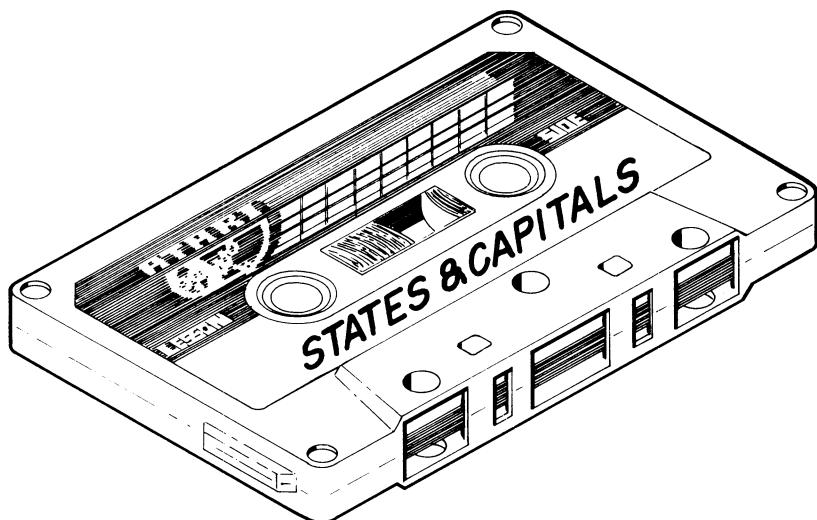


**Congratulations!**  
**You have created the lazy man's kaleidoscope.**

**Hint: To start from scratch...**

**Press the letter C and the **RETURN** key, and begin again.**

# **STATES & CAPITALS**



## Preparing a States and Capitals Display

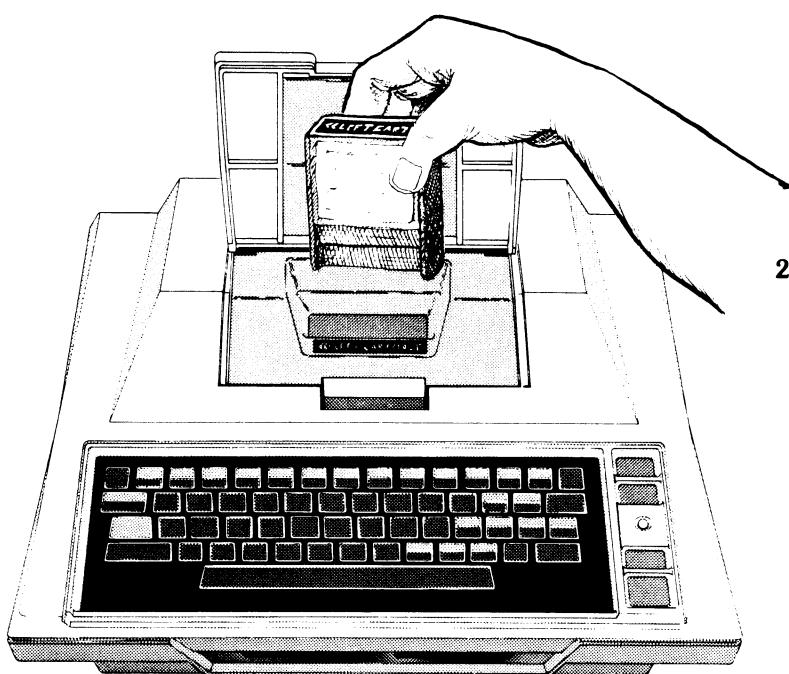
States and Capitals is an excellent educational program which is easy and fun for your customers to use.

Note: This program requires that you have the 410 Program Recorder as part of your display.

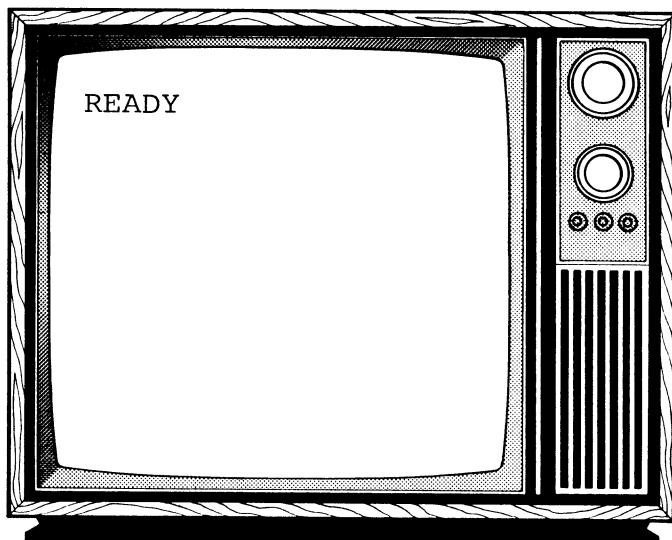
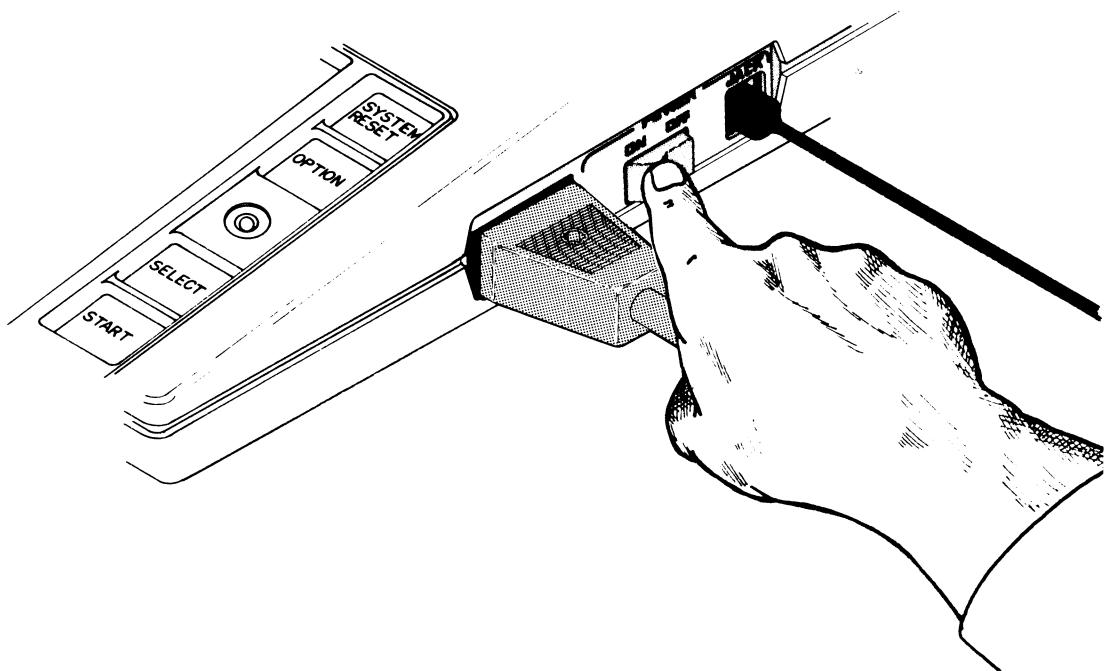
1. Press here-----  
to open the cartridge door. (If the computer is ON, it will turn OFF automatically.)



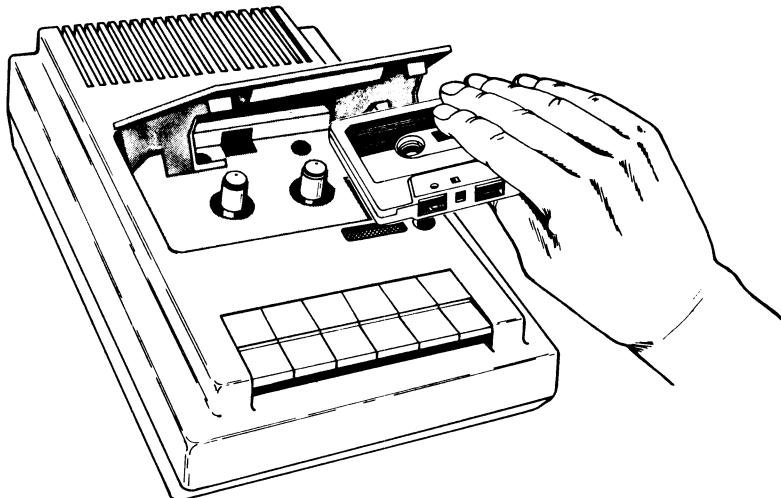
2. Gently, but firmly, insert the BASIC cartridge into the slot and close the cartridge door.



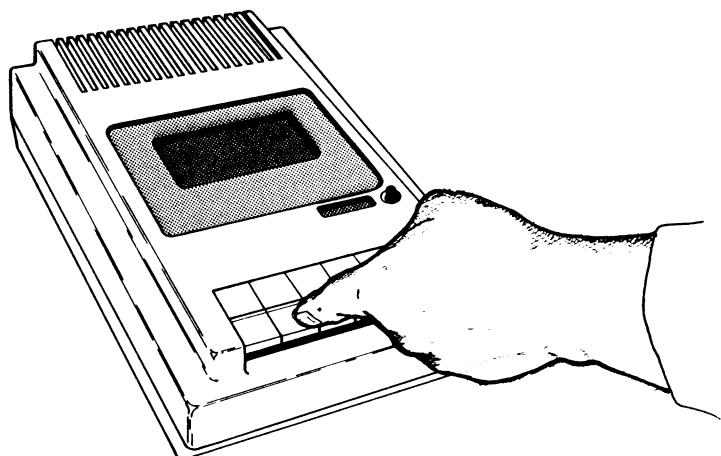
**3. Turn the computer ON.**



This should appear  
on the T.V. screen.

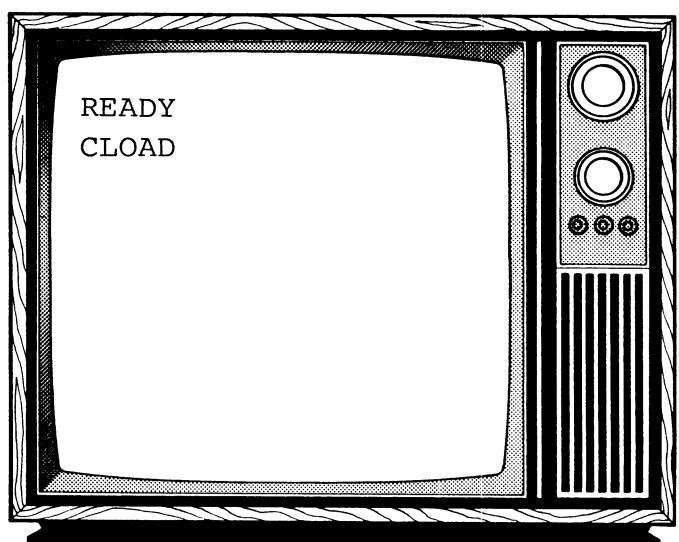


4. Insert States and Capitals -- Side 2 "Game Only" and close the door on the 410 Program Recorder.



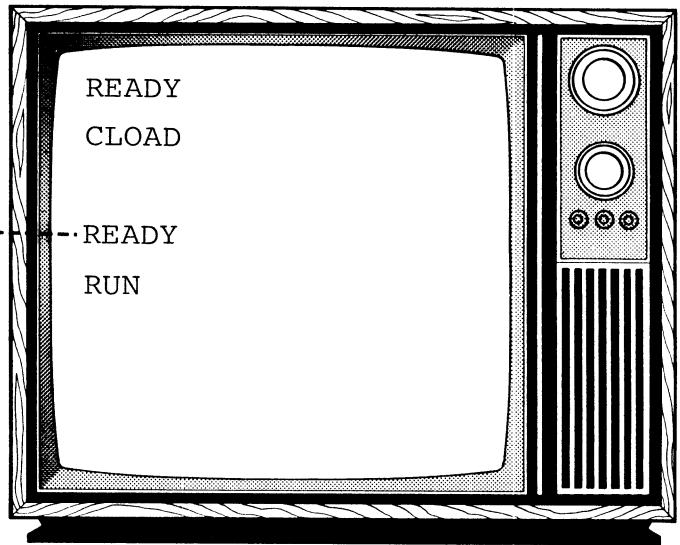
5. Press REWIND on the 410 Program Recorder and, after the tape is fully rewound, press down on the PLAY key.

6. Type CLOAD (which stands for "Cassette Load") and Press the **RETURN** key twice.



Note: If you receive an **ERROR** message such as an **ERROR 138**, or **ERROR 143**, check the connections to the 410 Program Recorder and try again.

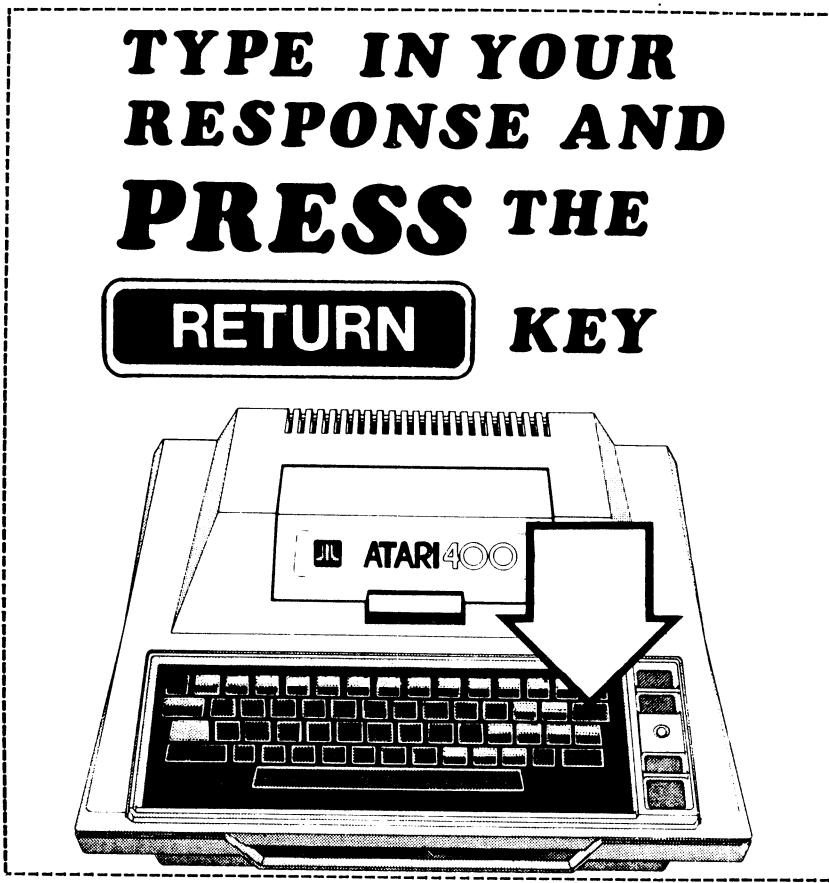
7. When another **READY**-----  
appears on the screen,  
type **RUN** and Press the  
**RETURN** key.



8. Turn up the T.V. volume. Grab a friend and engage in some Disco while the music is playing  
and the program loading.

Then, type in a few of your own guesses to give customers the idea.

9. Place the instruction card...



...in a convenient, easy-to-see position.

## **IMPORTANT NOTE**

Occasionally people may press the **BREAK** key or the **SYSTEM RESET** key, and the program will stop.

If this happens:

1. Press the **SYSTEM RESET** key.
2. Type **RUN** and press the **RETURN** key.

Unless the program has been erased, it should start to **RUN** again.

If these two steps do not start the program, then you have to go back to Step 5 and reload the program from the cassette.

**BASIC**  
**is**  
**THE MOST POPULAR**  
**COMPUTER LANGUAGE**

## **BASIC Programming**

**When you use a computer you are actually communicating with it...**

**telling it what to do**

**or**

**asking it for information**

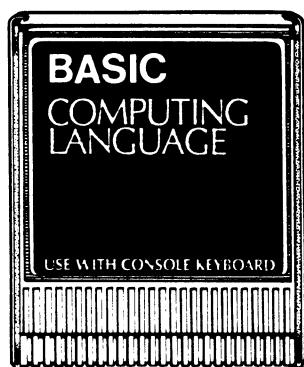
**Sometimes people use prewritten programs, and at other times, they write their own.**

**One of the most popular languages used to communicate with computers is called BASIC.**



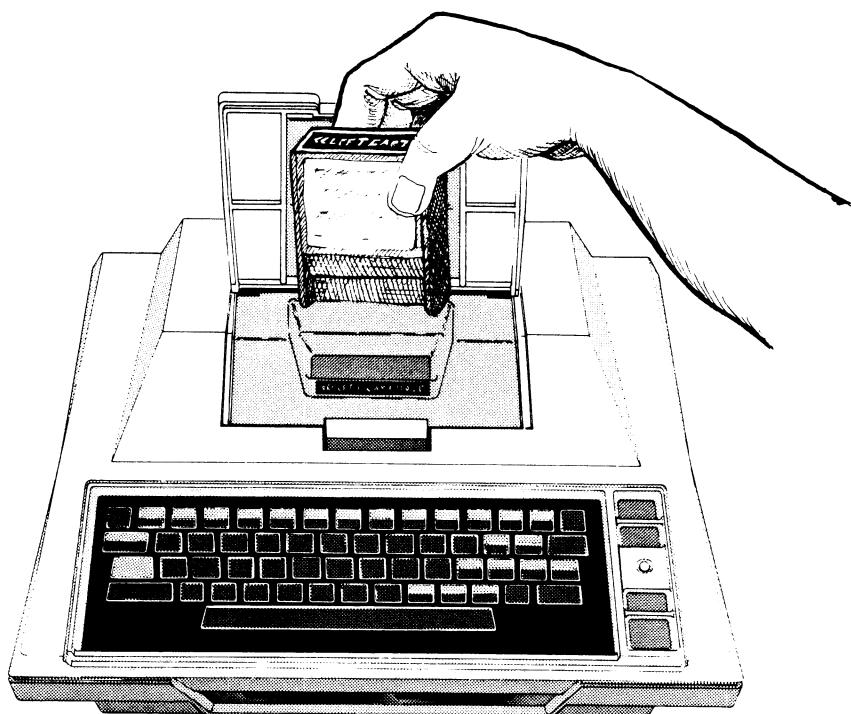
**YOU CAN WRITE  
SIMPLE BASIC PROGRAMS**

**ATARI's BASIC** comes in an easy-to-insert cartridge...



**IMPORTANT TIPS:**

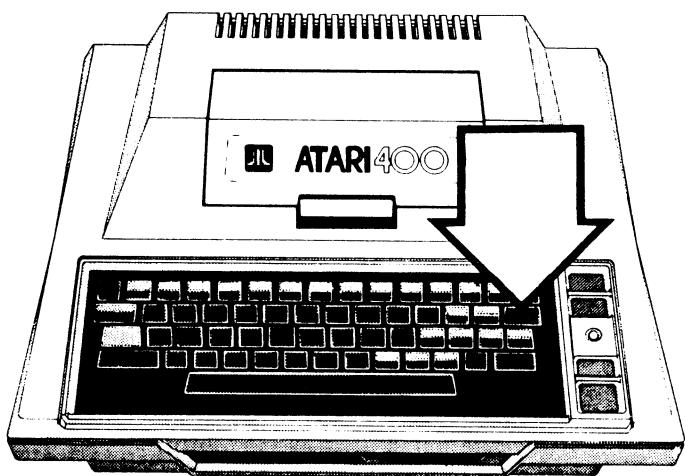
1. No matter what you type, you cannot damage the computer.
2. You need to type in program lines exactly as they appear in these examples; spaces and punctuation marks are very important.



Slowly, but firmly, insert the **BASIC** cartridge. Then try these short programs which you might use to demonstrate **BASIC** to a customer.

WHEN YOU SEE (RETURN)  
IT MEANS...

# PRESS THE **RETURN KEY**



AND

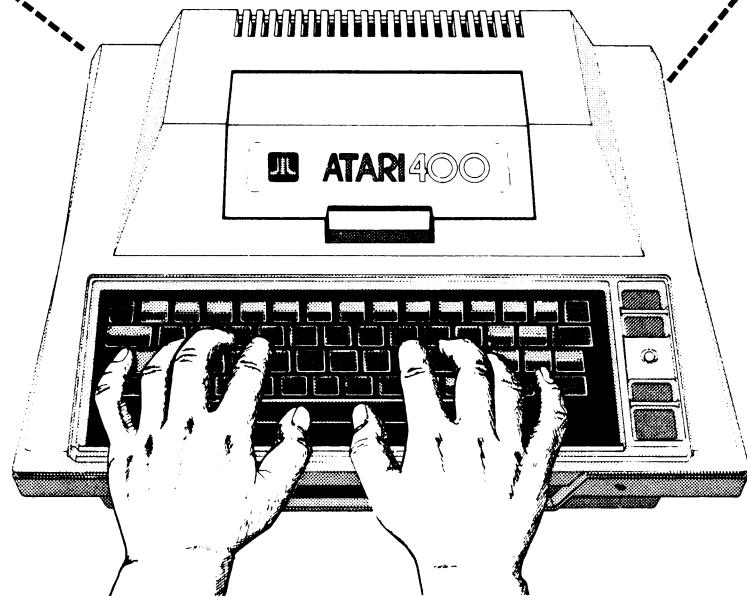
**Ø** MEANS USE THE ZERO NUMBER  
KEY, NOT THE LETTER O KEY.

### 3 Simple BASIC Programs

#### "The Old Name Program"

```
10 PRINT "HELLO MR. SMITH"      (RETURN)  
          customer's  
          name
```

```
20 GOTO 10      (RETURN)  
RUN      (RETURN)
```



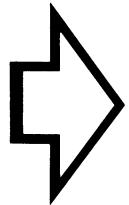
To stop it, press SYSTEM RESET.

To run it again, type RUN (RETURN).

To erase it, type NEW (RETURN).

**The ATARI 400 Basic Computer  
has  
Great Color and Sound  
Capabilities!**

**This is just scratching the surface.**



## **"COLOR & SOUND"**

```
1Ø FOR Z=1 TO 255          (RETURN)  
2Ø POKE 71Ø,Z              (RETURN)  
3Ø SOUND Ø,Z,1Ø,1Ø          (RETURN)  
4Ø NEXT Z                  (RETURN)  
5Ø RUN                      (RETURN)  
RUN
```



**If the program line is too long  
for the T.V. screen, just keep  
typing anyway, the computer will  
automatically drop down to the  
next line.**

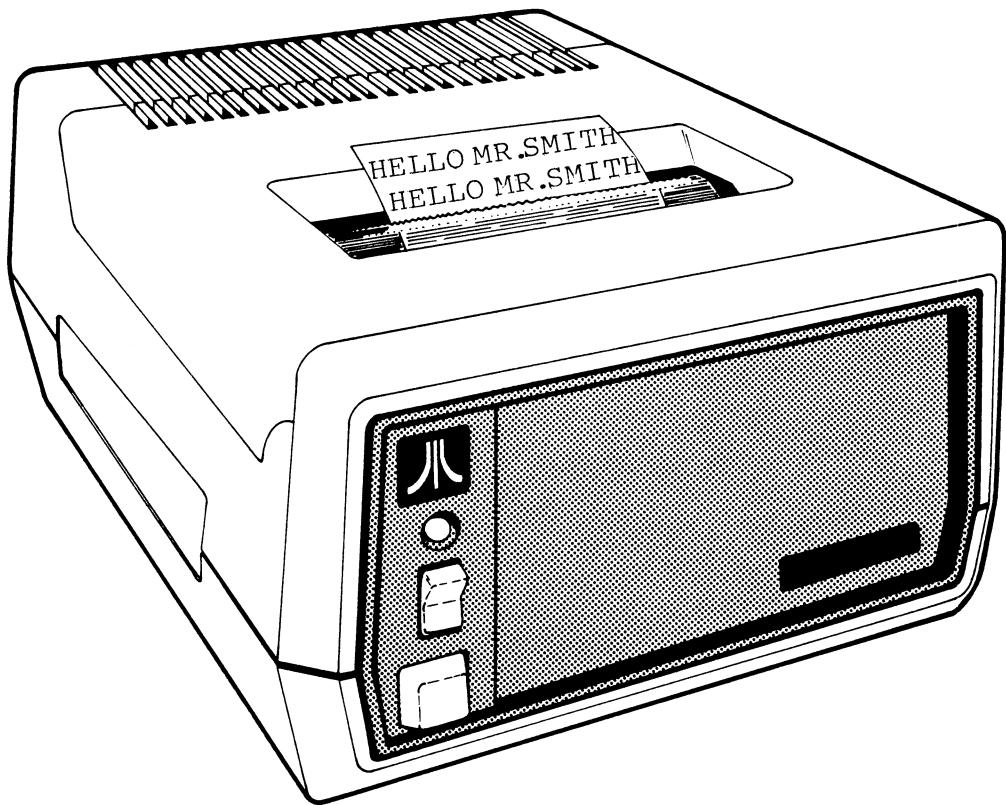
### **"The Adding Program"**

```
5 PRINT "TYPE YOUR FIRST NUMBER AND DEPRESS THE RETURN KEY"      (RETURN)
10 INPUT A
15 PRINT "TYPE IN THE SECOND NUMBER AND DEPRESS THE RETURN KEY"  (RETURN)
20 INPUT B
30 PRINT "THE SUM OF THOSE TWO NUMBERS = ";A+B
40 PRINT
50 RUN
RUN
```



**To PRINT on Paper use LPRINT  
instead of  
PRINT**

## **"The Printing Program"**



**NOTE:** To print out something on the 820 Printer, type in this program:  
Note the word **PRINT** now has an "L" in front of it.

**10 LPRINT "HELLO MR. SMITH"** (RETURN)

**20 GOTO 10** (RETURN)

• Be sure to turn the printer ON •

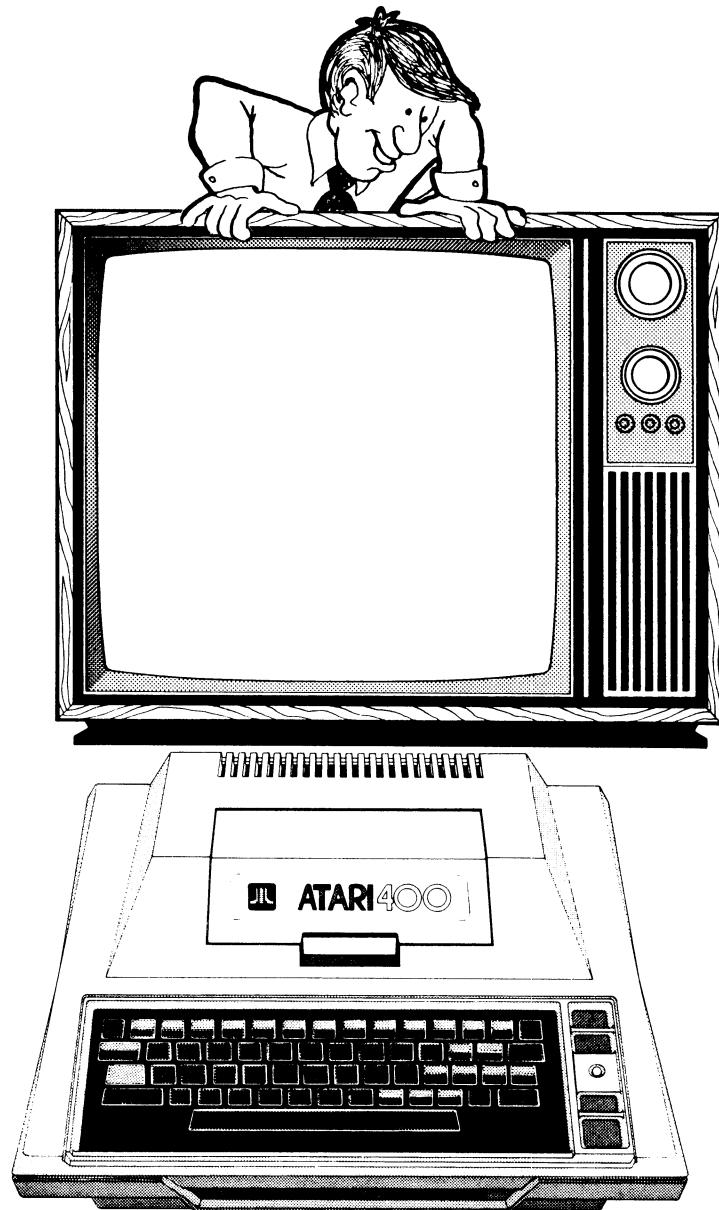
Then type **RUN** (RETURN)

To stop the printing, press **SYSTEM RESET**.

To start the program over, type **RUN**. (RETURN)

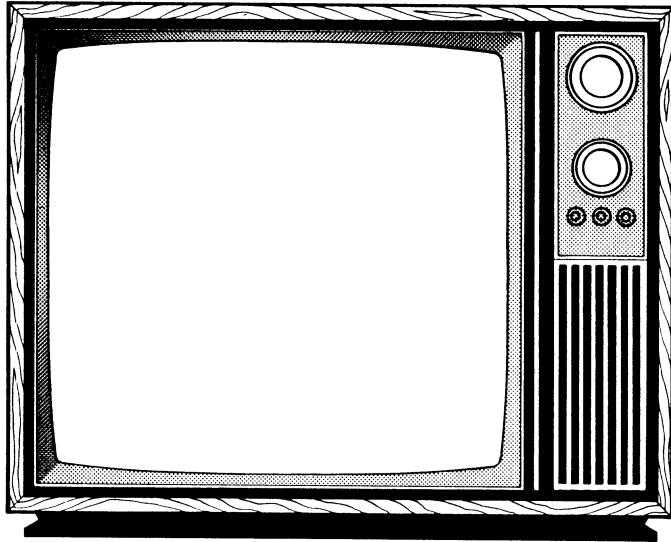
To erase the program, type **NEW**. (RETURN)

**Staying on Top of Your Displays**

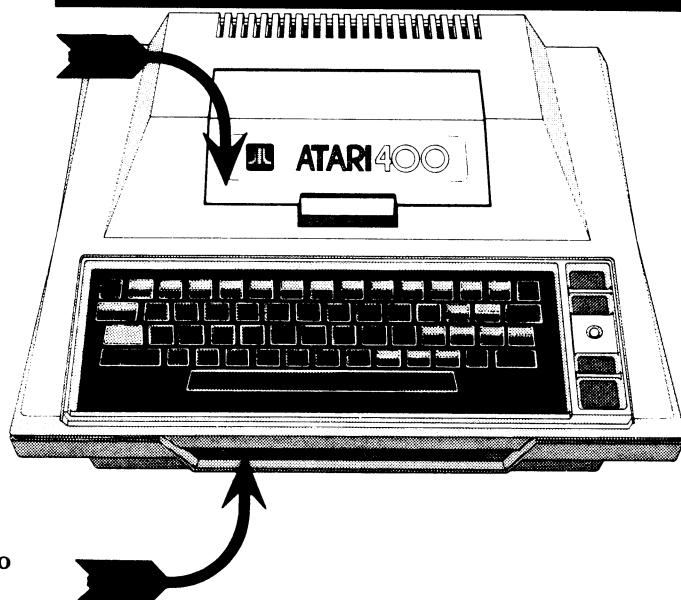


Whichever type of display you use, it is very important to maintain it.

### AVOID THESE DISPLAY ERRORS

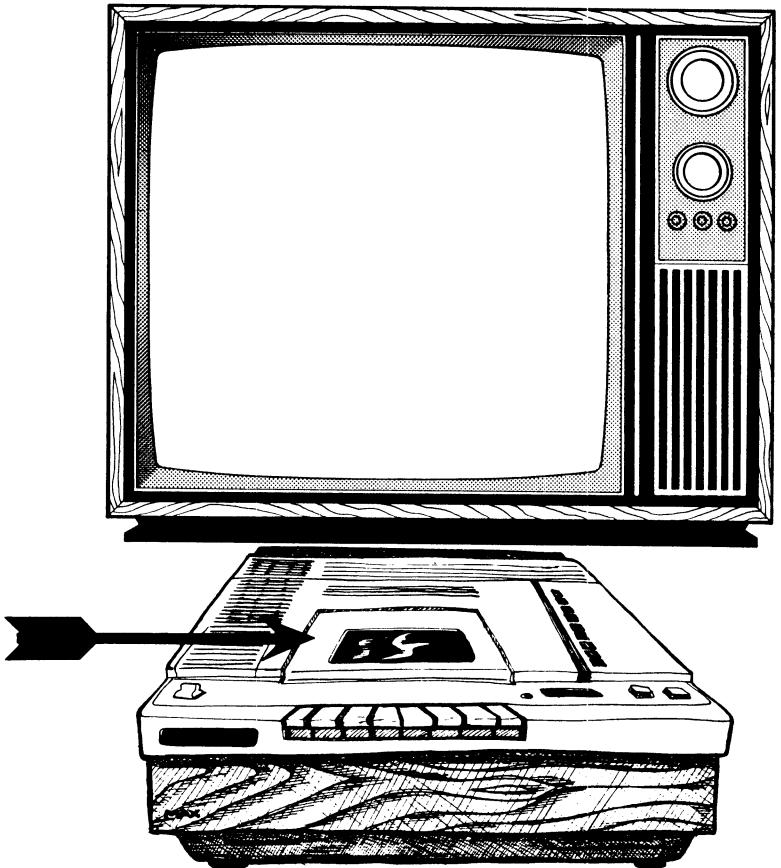


1. There's a game in the computer, but...

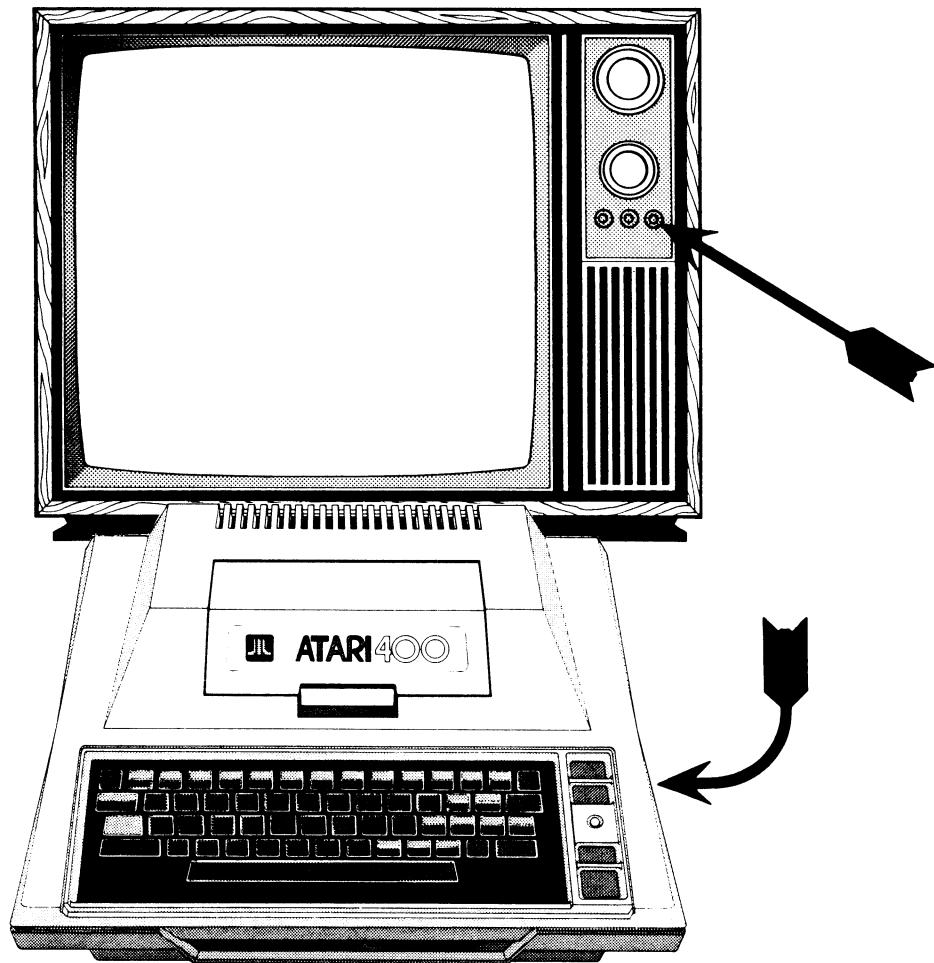


There's no controller to play it.

2. There's a video tape,  
but it has stopped.

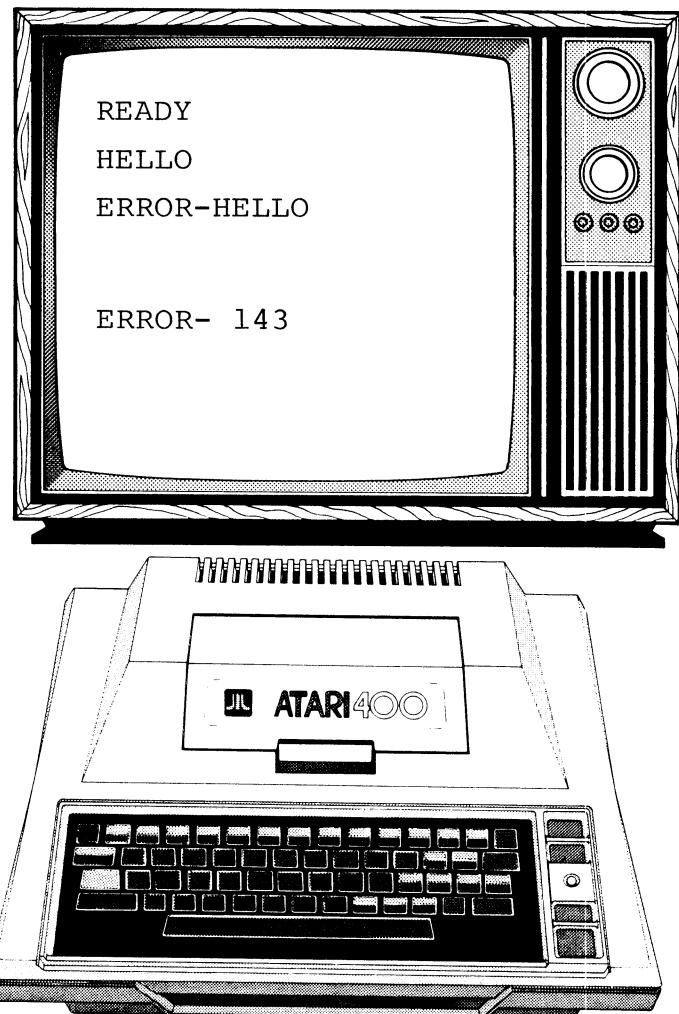


3. The T.V. or the computer  
has been turned off.

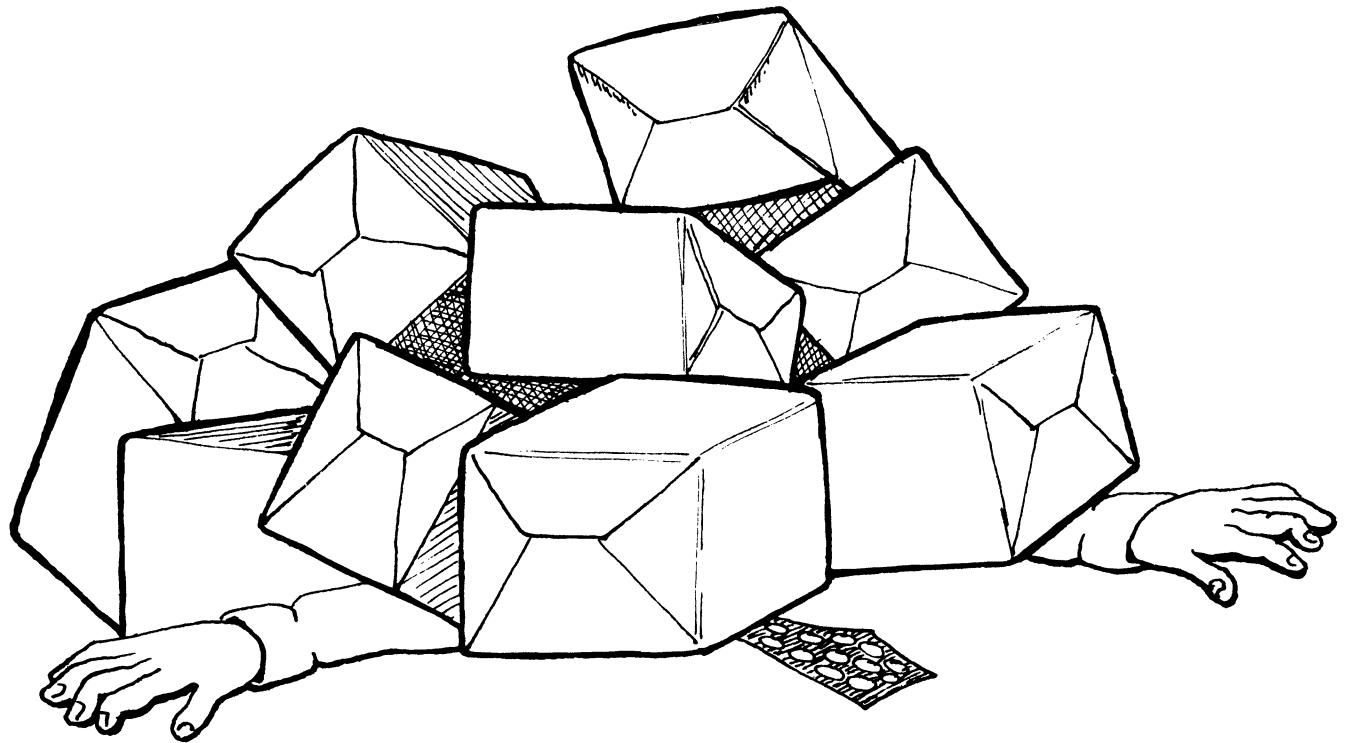


4. Someone has left a **BASIC** cartridge in the computer. **ERROR messages are very helpful to people writing programs, but make a terrible display.**

**No cartridge (MEMO PAD) is better than leaving an unattended BASIC cartridge in the display computer.**



5. You have inadvertently knocked down the complete display. While this may attract attention, it is not a recommended way to sell computers.



# **Communicating with your Customers**



The Basic Computer was designed for non-experts to use. That's why we say that ATARI makes...

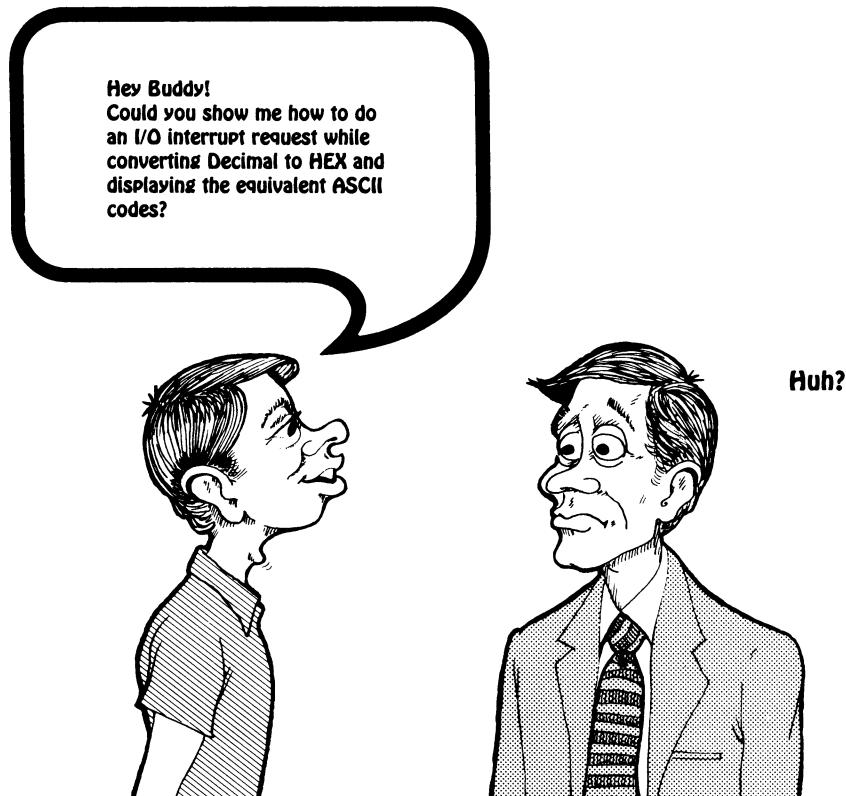
# Computers for people.<sup>TM</sup>

Most of your customers will appreciate what you can tell them about the computer.

***Occasionally, however, you may run into  
one of the following "unusual customers"...***

# **The Cybersnob**

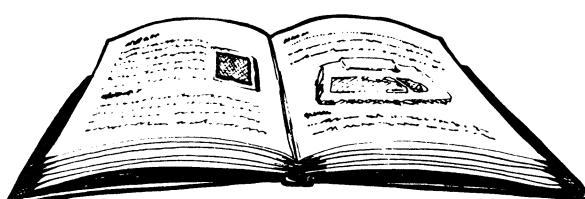
**The Cybersnob —** The Cybersnob fancies himself or herself as a computer wizard (sometimes they really are!)



Additionally, however, a true Cybersnob takes pleasure in making non-experts feel humble.

**How to cope:** Although you should know the product you are selling, keep in mind that no one knows every intricate detail about every computer. You might respond like this...

"People who are interested in the intricate details of how the computer works can order technical manuals from ATARI."



## **Technical Buffs**

**Technical Buffs** are different than **Cybersnobs** in that they do not necessarily feel superior in their level of technical knowledge. In fact, they have a hard time realizing just how non-technical most other people are, and do not realize that they are talking over peoples' heads.

A Technical Buff might ask you...



#### Coping with the Technical Buff:

Technical Buffs are not out to trip you up, they are just seeking information. You might respond to the above question by again referring them to a technical manual. Don't forget, saying something such as, "You probably know more about the internal workings of computers than I do," is both honest and acceptable when dealing with a Technical Buff.

# **The Brand Fanatic**

Like many products, computers can attract an avid brand following. The extreme of these followers acknowledge little else besides the brand they support. Occasionally, they can try to take it out on innocent store clerks.



#### Coping with the Brand Fanatics:

You won't make a sale by arguing, and a true Brand Fanatic converts slowly. Try to be understanding and patient with the Brand Fanatic. The main thing is to not get upset and spoil your day. Don't worry about criticism from Brand Fanatics; they will always find something they do not like.

## **The Mad Bomber**

**Ever since computers were invented, there have been people who take pleasure in making them not work.**

**Mad Bombers will occasionally try to:**

**STOP or ERASE demo programs (Bomb them out)**

**or**

**Replace demo programs with their own programs or messages**

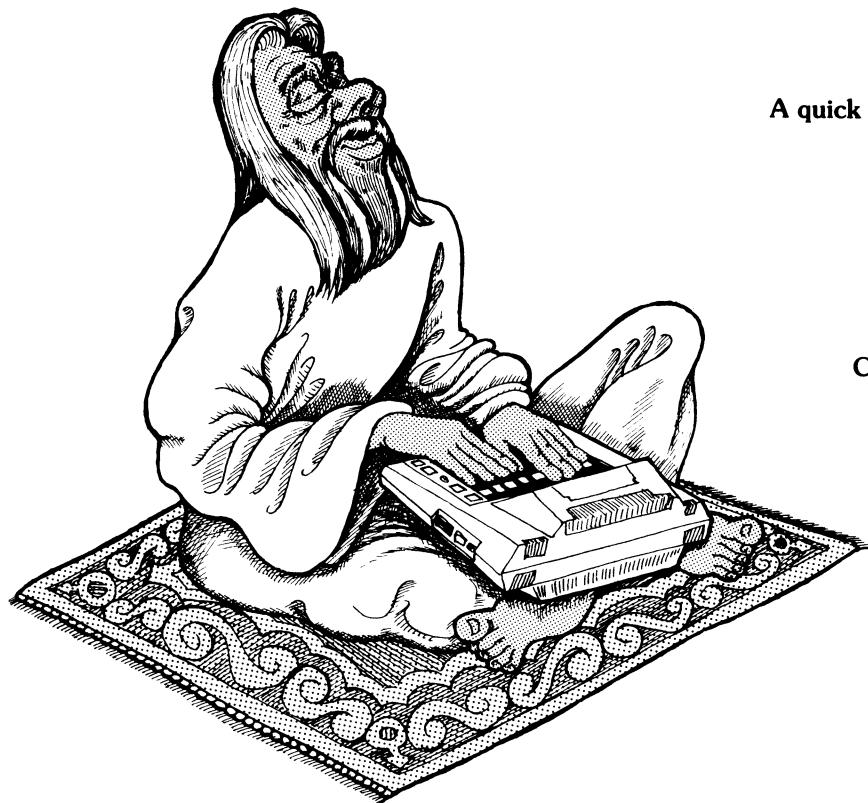
**Note: They usually do no real damage to the system, and their acts are more annoying than anything else.**



**Coping with the Mad Bomber:**

**Mad Bombers usually work in secrecy; place your demo computer in a place where it is easy to observe. Be resolved that you will occasionally have to RESTART your demos.**





## A quick Study with the Computer Guru

or

## Common Questions from New Computer Buyers

1. **Q.** Can I use programs written for other computers on the **ATARI Basic Computer**?  
**A.** Not usually; most software is unique to the computer for which it was developed. Some simple programs, however, will work on almost any computer.
2. **Q.** So programs have to be made by **ATARI** or they won't work on the Basic Computer?  
**A.** Not quite; many independent companies now write software which works on **ATARI** computers. (**ATARI**, however, cannot guarantee software produced independently.)
3. **Q.** I already have a cassette recorder, can I use it instead of the **ATARI 410 Program Recorder**?  
**A.** No. The **410 Program Recorder** is a special cassette recorder which was designed to help you get the most out of your computer.
4. **Q.** I already have an **ATARI Video Game (VCS)**, are the Joysticks and Paddle Controllers the same?  
**A.** Yes, they're totally interchangeable.
5. **Q.** What about the **ATARI Video Game cartridges**, are they interchangeable?  
**A.** No. The Basic Computer and the **ATARI Video Game** work differently and their cartridges are not interchangeable.



6. Q. If I get the Programmer Kit, can I apply what I learn on the Basic Computer to other computers at work or in school?

A. Yes. About 90% of the **BASIC** language is the same regardless of which computer you're using.

7. Q. How hard is it to learn to use the computer?

A. It's easy to learn how to use prewritten programs. If they want to learn **BASIC**, most people who study a little can pick up the key concepts pretty easily.

8. Q. How can I learn **BASIC** Programming?

A. The Programmer Kit contains two manuals to help you learn **BASIC**. In addition, ATARI has designed "Invitation To Programming" cassette programs which teach you while you are using the computer.

9. Q. Will this computer help me...

do my taxes?  
balance my budget?  
keep my records?  
draw blueprints?  
make investment decisions?  
etc.

This is a bit tougher than some of the other questions because you don't want to mislead the customer into thinking that the computer can do everything simply and easily, but, on the other hand, you don't want to underplay the computer's capabilities.

A good general answer goes something like this:

A. Yes, with the right software. Computers will only do what they're told to do, and you might be able to find or write a program to suit your individual needs. The Basic Computer cannot run large business programs, however.

10. Q. What is the difference between the Basic Computer and the **ATARI 800™** Computer?

A. The **ATARI 800** is a higher priced system which is more flexible. It can be expanded to use more accessories and run larger more powerful programs.

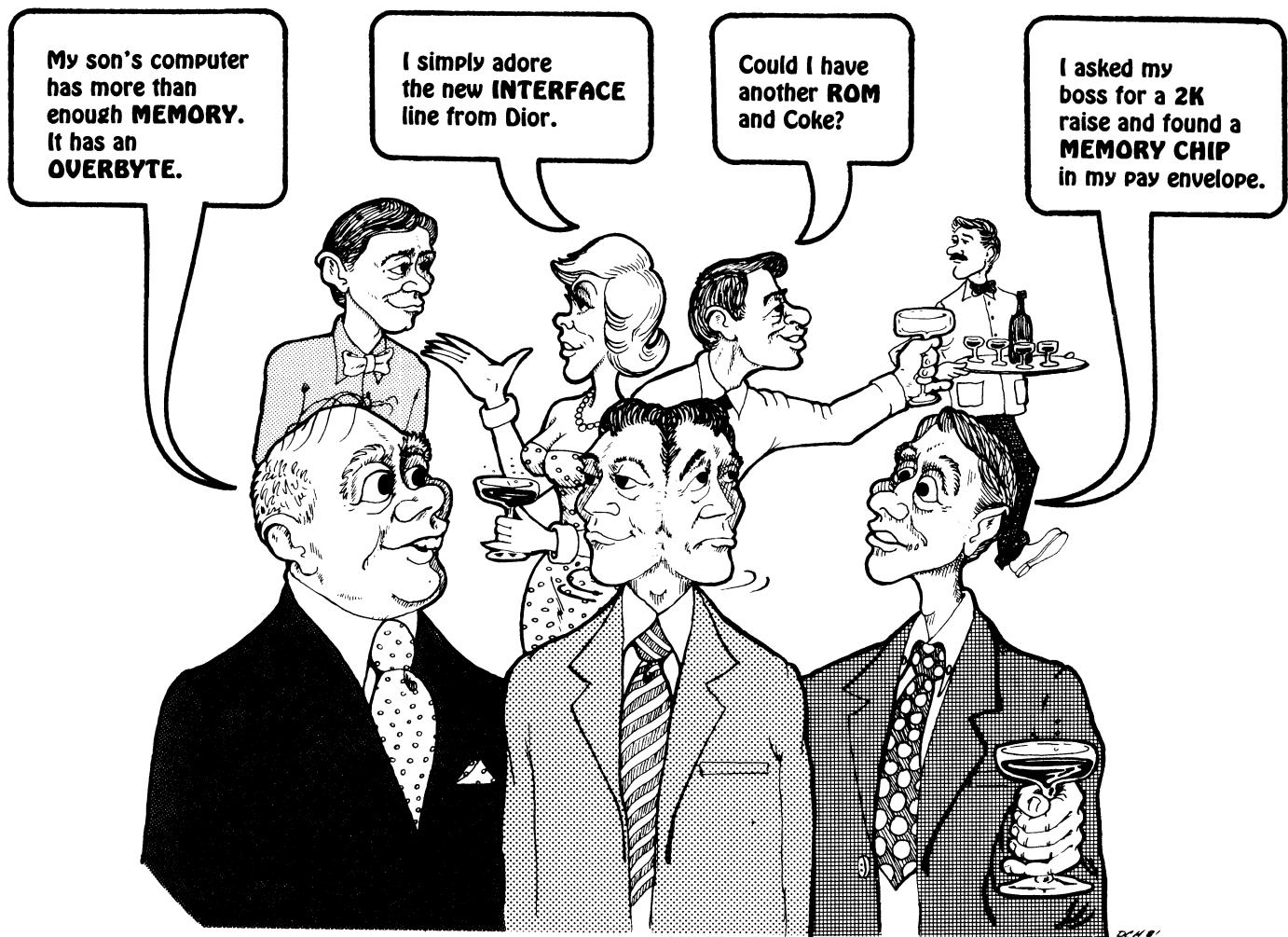


11. Q. Are you busy tonight?

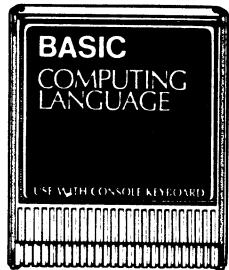
A. Buzz off Buster! I wouldn't go out with you if you were the last Zylon in the galaxy.



**Before you sneak into a computer party, you have to learn a few buzz words.**



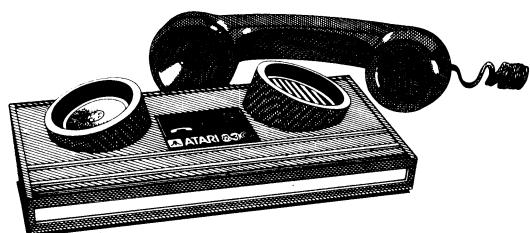
## **Computer Buzz Words**

**BASIC -**

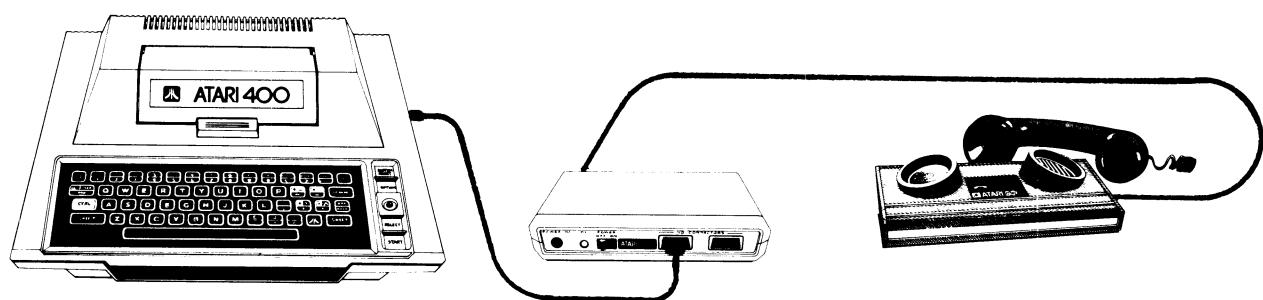
A popular easy-to-learn computer language

**BYTE -** A Byte is a piece of computer data, such as a number or a letter on the screen.

Computer memory size is measured in thousands of bytes, or "K". A 16K computer can store roughly 16,000 pieces of data in its memory. The size of memory determines the size of the program the computer can run.

**HARDWARE -** The Basic Computer, program recorder, printer, cables and game controllers are the hardware of the system.**SOFTWARE -** The games and programs for the computer are the software.**PERIPHERALS -** The major computer accessories such as the 410 Program Recorder and the 820 Printer.**PROGRAM -** A program is a set of instructions written in a language the computer can understand. Even computer games are programs. (Programs are also called software).**MODEM -**

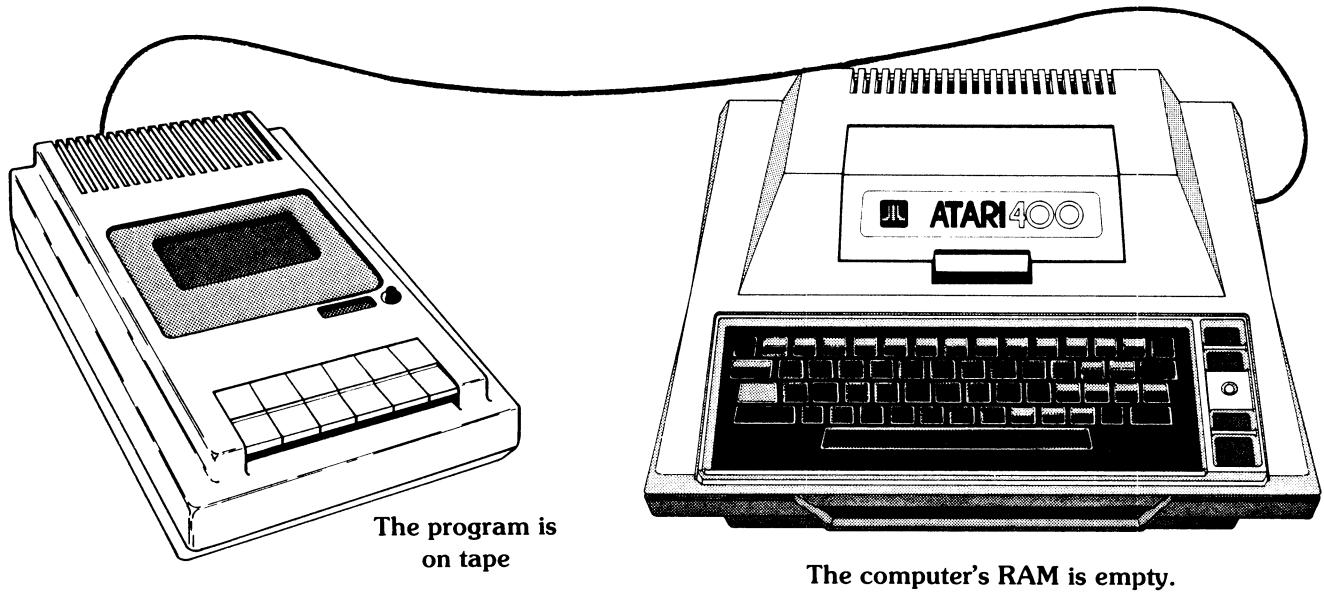
This device allows you to obtain information from other computers over the telephone lines.

**INTERFACE -** Electronic circuits which allow a variety of devices to be used with computers.

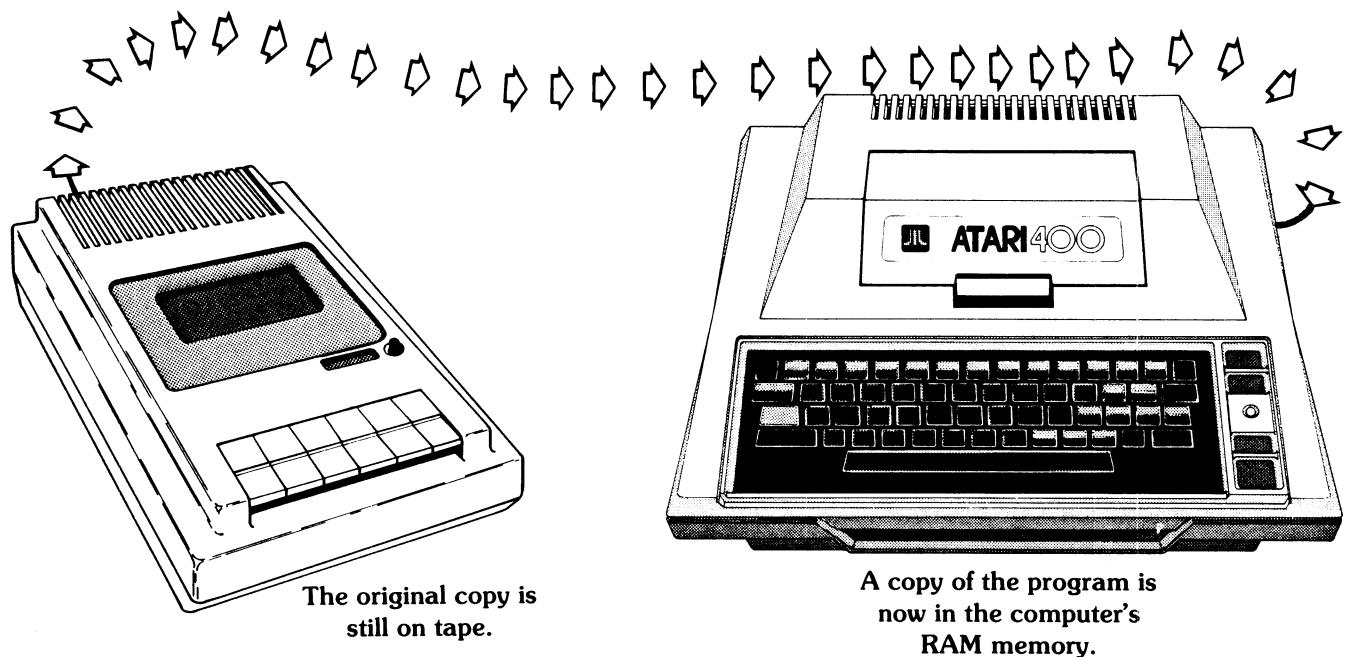
The 850 Interface adjusts the signals between the Basic Computer and the Modem.

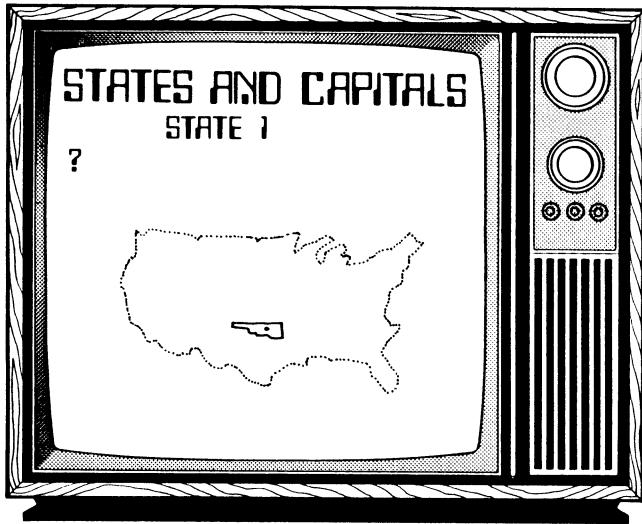
**RAM** - Memory you use; it is erased when you turn the computer OFF or when you change BASIC programs. The temporary contents of your computer's RAM memory is whatever program you loaded from the tape or typed into the computer.

eg. First

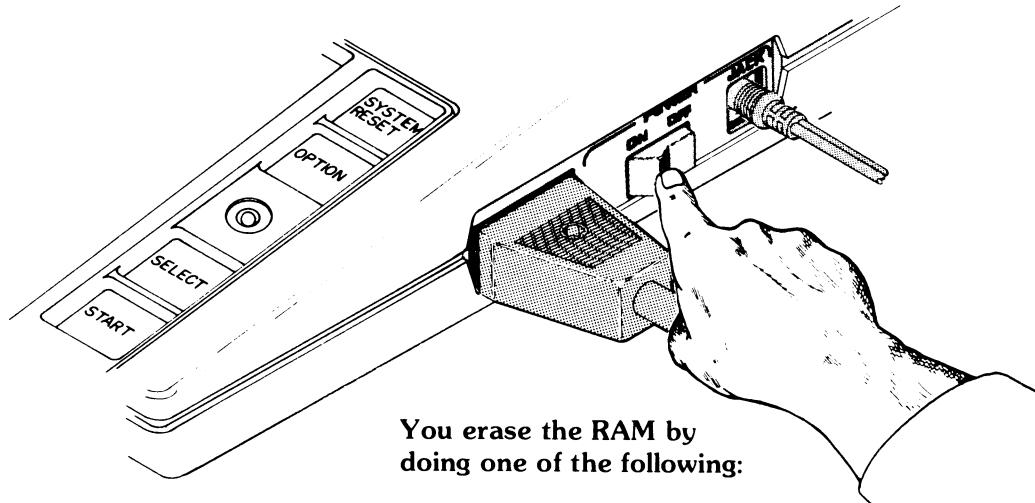


The program is loaded.





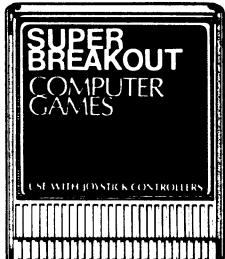
RUN the program as much  
as you like, it stays in  
RAM.



You erase the RAM by  
doing one of the following:

- Turning OFF the computer
- Popping open the cartridge door
- Loading another BASIC program
- Typing NEW (RETURN)

**ROM - ROM** is a type of computer memory which cannot be erased. Programs come in ROM cartridges.



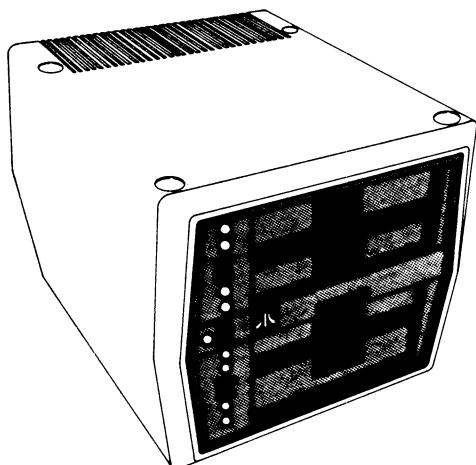
Put them in the computer when you want to run the program, and remove them when you are done. Computer languages such as BASIC can also be put in ROM cartridges.



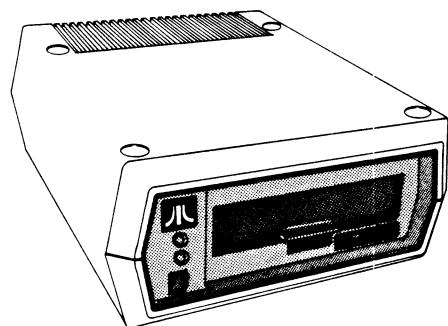
## **Appendix A(ATARI) Products**



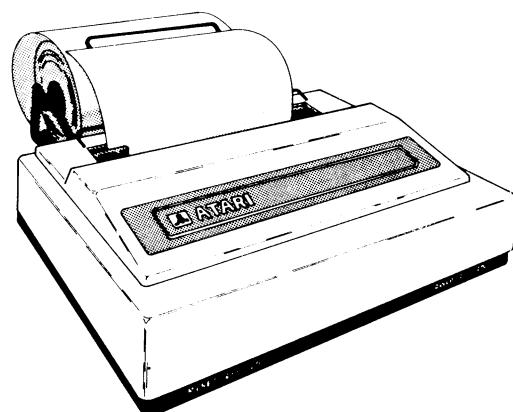
**ATARI** also produces a variety of hardware and software to use with its **800** computer line. Some examples are...



**The 815™ Dual Disk Drive —**  
an asset for small business computing



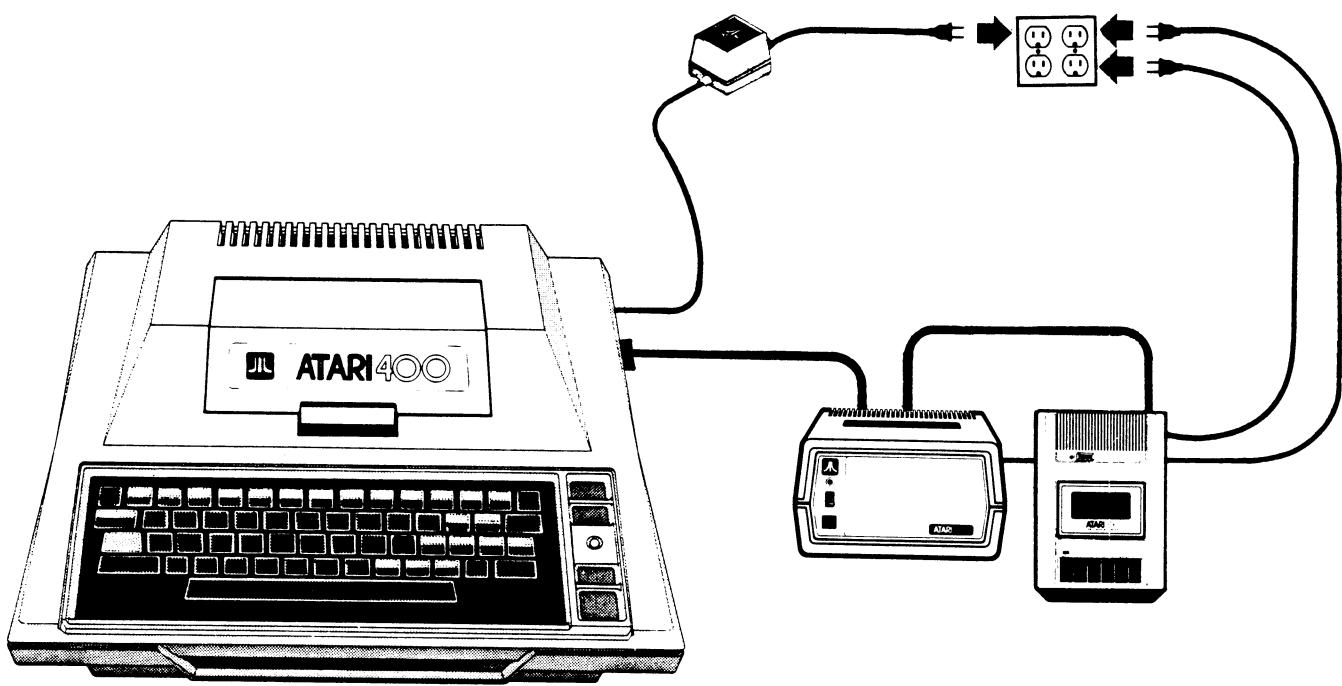
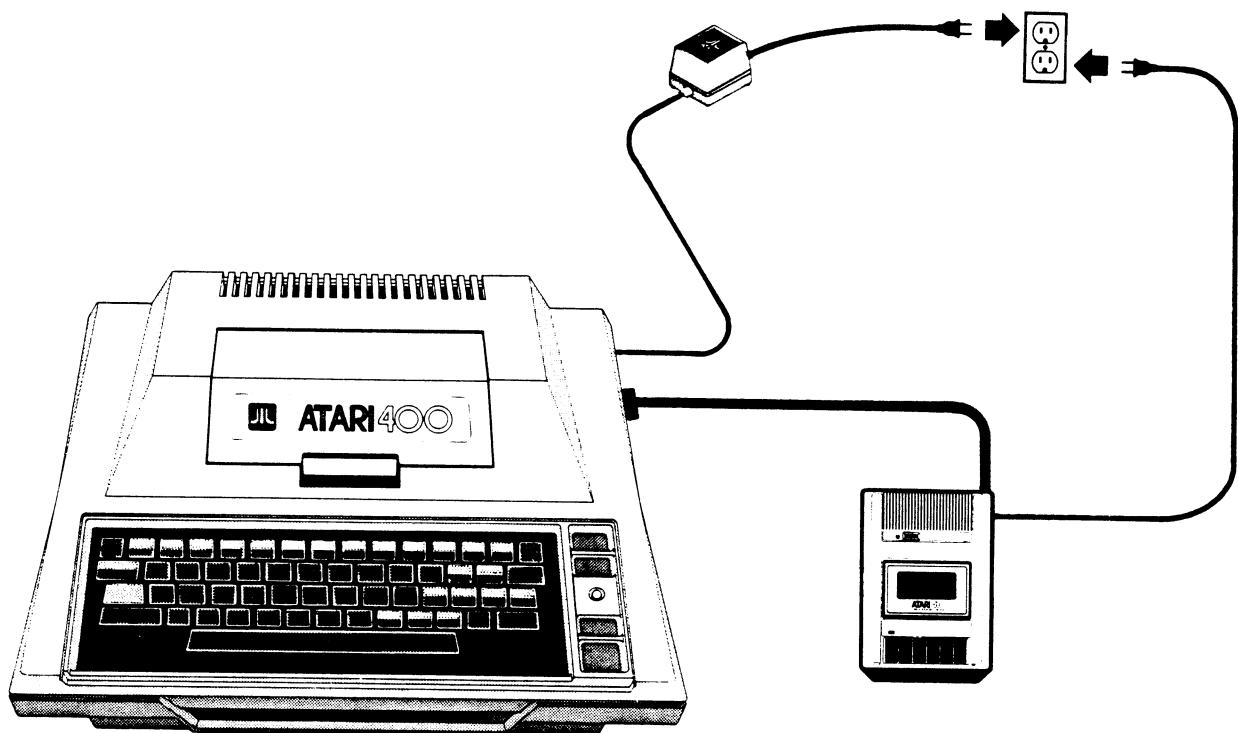
**The 810™ Disk Drive —**  
for high speed program and data storage



**The 825™ Printer —**  
for more elaborate printing needs

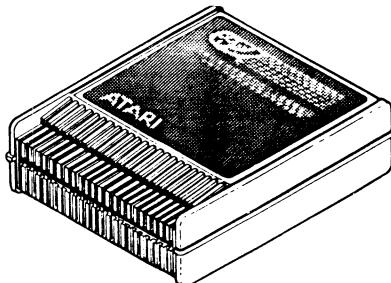
## Appendix B

This is a refresher on setting up the Program Recorder and 820 Printer. Consult the product manuals for complete details.



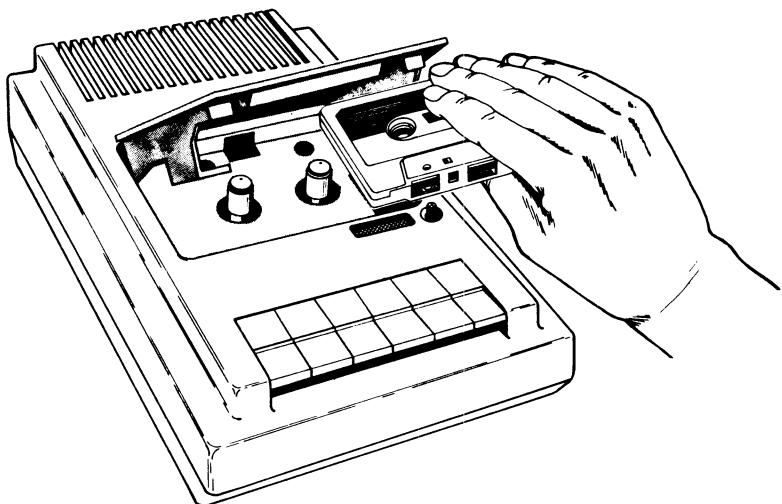
## **Appendix C - Space Invaders \* Cassette**

The Space Invaders Program is loaded differently than most of the other cassette programs.  
Here's how to do it...



No cartridge in slot

1. Place the tape in the Cassette Recorder (label up, tape facing you). Then, rewind the tape if necessary. If in doubt, give it a try; you will be able to see the tape mechanism rewinding.

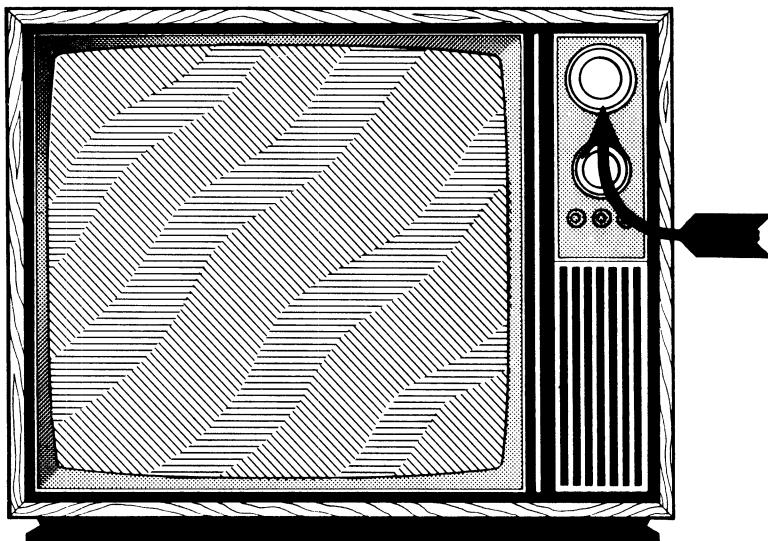


2. Press down "PLAY" on the Cassette Recorder.
3. Turn the Computer "OFF", then holding down the START key, turn the Computer back "ON".
4. You should hear a "BEEP". Take your finger off the START key...and press the **RETURN** key once.
5. Wait for the soothing chirps. When the program is loaded, it will run automatically.

## Appendix D(isplay) Problems

Note: Consult the Operators Manual to set up the ATARI 400 Basic Computer for the first time. This section should only be used if you encounter a new problem.

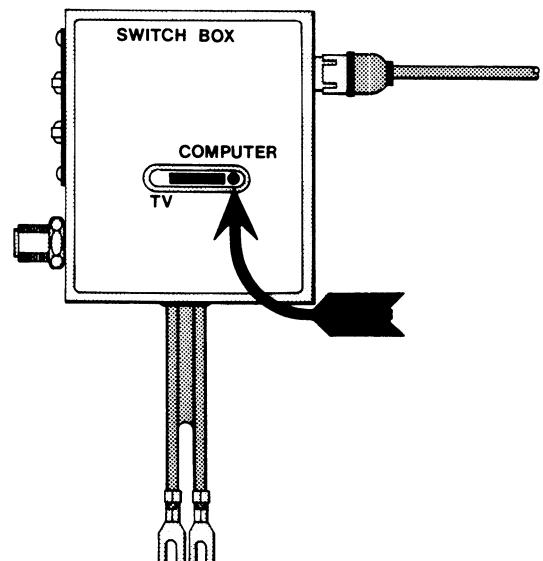
1. If your picture looks unusual, check to see if someone switched the channel on the T.V. It should be set on either channel 2 or 3, whichever looks better. (Occasionally, fine tuning the T.V. is necessary.)



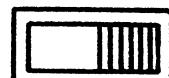
or

Check to see if the RF cable is plugged into the switchbox at the back of the T.V., and the switchbox lever is positioned to: "COMPUTER" or "GAME".

or possibly



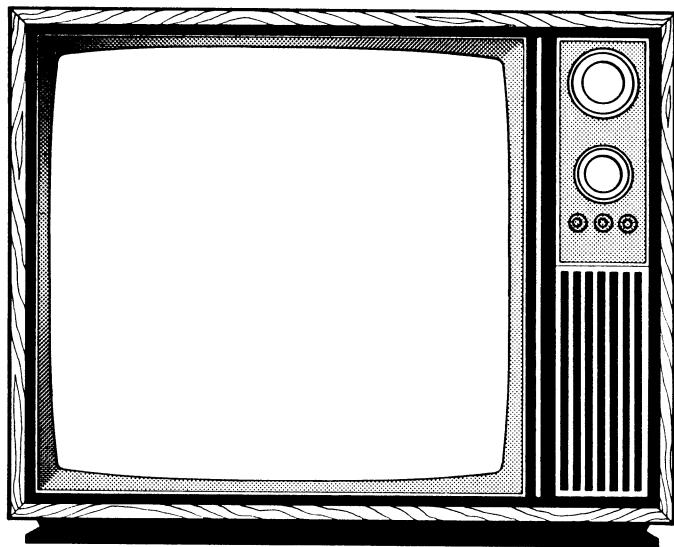
If you have one of these switches on the back of the T.V., be sure it is switched to



300 OHM (300Ω)

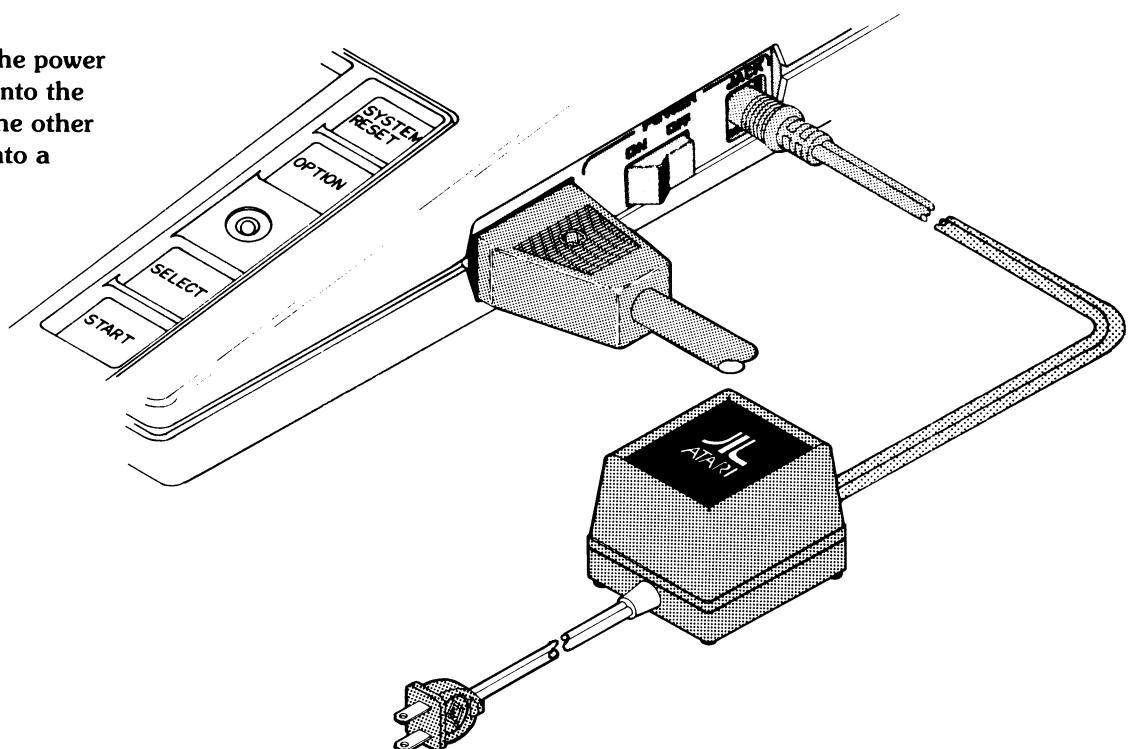
75ohm      300ohm

**2. If you have no picture...  
check to see if the T.V. has been turned ON.**

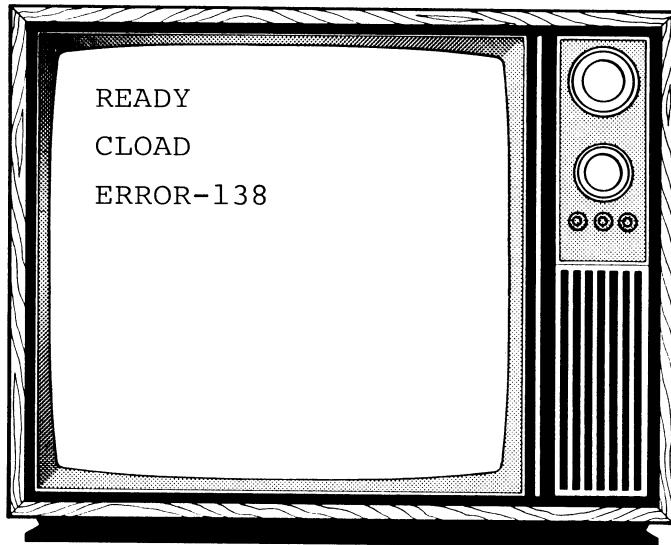


**or**

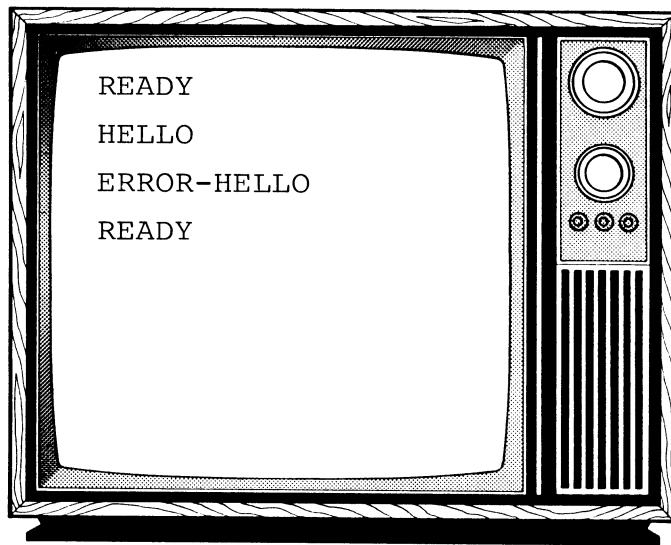
**3. Check to see if the power cord is plugged into the computer, and the other end is plugged into a wall outlet.**



4. If you are loading a cassette program and you get an **ERROR** message...



...such as an **ERROR 138** or **ERROR 143**, check the connections to the 410 Program Recorder, rewind the tape, and try again. Press down the **PLAY** button on the 410, type **CLOAD**, and press **RETURN** twice.



5. If you, or a customer, get confused while trying BASIC programming, and want to start over from scratch...

Press **SYSTEM RESET**  
Type **NEW**      (**RETURN**)

...and you're back in business.

**OR . . .**

You're just using that as an excuse. . .

So quit bellyaching! Get out there and  
sell some **COMPUTERS!**





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